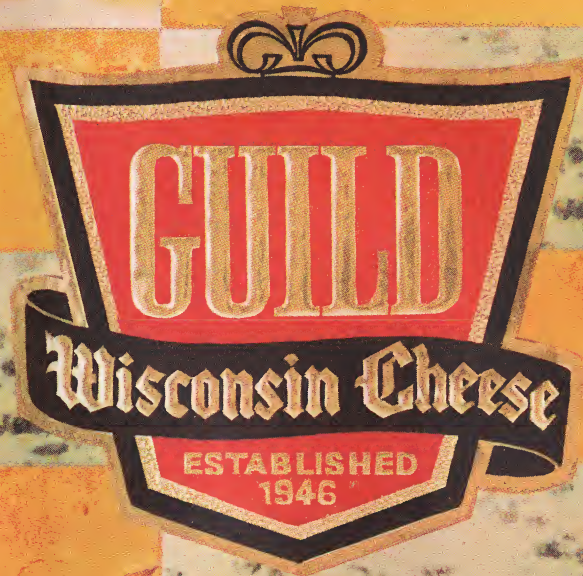


Wisconsin *Cheese Makers* Guild

6048 WEST DELOIT ROAD • MILWAUKEE, WISCONSIN 53219

If Undeliverable Do Not Return



*...a Gift of Cheese
is sure to please*

BULK RATE
U. S. POSTAGE
PAID
Permit No. 132
Milwaukee, Wis.

T NELSON

BOX 1546
POUGHKEEPSIE NY 12603

CATALOG

Our 22nd Year of Wisconsin Cheese Gifts...



"So Sweet of You
to Remember Us"



"Thanks Boss for the
Cheese"



"Cheese from Home... Man
it's almost like being there"



"I'll Bet it's Cheese
from Mom 'n Dad!"



"This is to thank you
for your cheese gift"

Gift 50
Country Kettle
27.95 DELIVERED

West Bend's party-size cook 'n server prepares and serves tempting foods in the warm-hearted country inn manner. 5 qt. automatic kettle has cooking surface of new, hard-coat, fired-on Teflon. Serves 6 to 24 guests. Just set dial . . . forget it, join the party . . . Country Kettle "minds-your-meal" automatically . . . It's ideal with 25 Guild favorites . . . four 2 oz. tins of Lobster, Chicken Liver, Antipasto and Shrimp pates . . . 4 oz. cup of Cheddar Spread . . . two 1 oz. wedges of Blue Cheese . . . 3 oz. Trio of Kümmel, Tilsit and Cheddar . . . six $\frac{2}{3}$ oz. flavored cheese wedgies . . . 8 oz. all beef Summer Sausage . . . four 3 oz. rolls of Blue, Spicy, Smoky and Aged cheese . . . four 2 oz. rounds of Caraway, Sharpy, Napoli and Danish . . . shipping wt. 11 lbs.



West Bend

Wisconsin
Cheese Makers
Guild

Milwaukee, Wisconsin





Gift 41 America's Dairyland... 10.00 DELIVERED

An assortment of 30 favorites straight from the heart of America's dairyland. Three 7 oz. blocks of Swiss, Cheddar and Brick... two 6 oz. bars natural and smoked Edam... four 3 oz. rolls Spicy, Smoky, Aged, Blue... two 3 oz. balls of Edam and Gouda... four 3 oz. wedges of Gourmet, Blue, Port Salut, Stilton... six 2 oz. flavored cheese wedgies... two 2 oz. rounds Sharp and Caraway... 3 oz. assorted Trio Pack... two 1 oz. Blues... two 1 oz. Treet Spreads... shipping wt. 8 lbs. Available all year 'round.

© 1968 WCMG Ptd in USA

Catalog effective through Sept. 30, 1969.

CUSTOM CUTS OF WISCONSIN GUILD CHEESE

Order by Number!	All Prices Delivered!	Order by Number!	All Prices Delivered!
411 Sharp Cheddar 5 lbs.	\$7.50	417 Med. Aged Brick 2 lbs.	\$3.00
412 Sharp Cheddar 2½ lbs.	4.50	422 Edam Ball 1 lb. 10 oz.	3.25
413 Med. Aged Cheddar 5 lbs.	7.25	423 Blue (½ wheel) 3 lbs.	4.95
414 Med. Aged Cheddar 2½ lbs.	4.25	429 Swiss Fondue 2 lbs.	4.25
415 Smoky Cheddar 2¼ lbs.	3.75	430 Chocolate Fondue 2 lbs.	4.25
416 Cured Swiss 2 lbs.	3.25	431 Pizza Fondue 2 lbs.	4.25

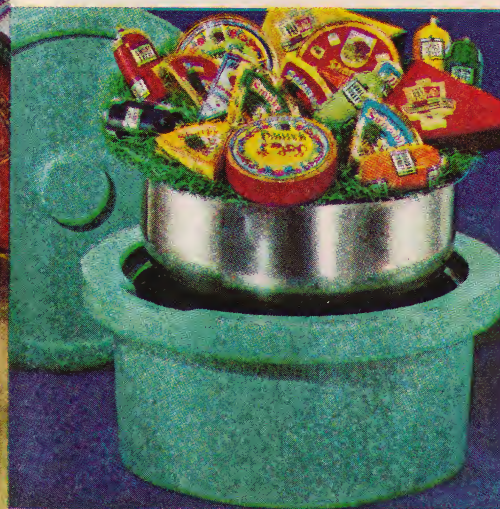
SAUSAGE

441 Summer (All beef) 2 lbs.	\$4.00	444 Liverwurst 2 lbs.	\$3.50
442 Thuringer (All beef) 2 lbs.	4.00	445 Beerwurst 2 lbs.	3.75
443 Braunschweiger 2 lbs.	3.50	446 Yachtwurst 2 lbs.	3.75

CROCK REFILLS

460 Cheddar ¾ lb.	\$1.35	465 Port Wine 1¼ lb.	\$2.30
461 Swiss ¾ lb.	1.35	466 Cheddar 2½ lb.	4.25
462 Port Wine ¾ lb.	1.35	467 Swiss 2½ lb.	4.25
463 Cheddar 1¼ lb.	2.30	468 Port Wine 2½ lb.	4.25
464 Swiss 1¼ lb.	2.30		

INCENTIVE PLANS! YEAR 'ROUND CROCK 'N REFILL PLANS! PICK 'N. CHOOSE PLANS!
WRITE FOR DETAILS—ADDRESS ON PAGE 3.



Gift 63 Thermo Hostess 6.95 DELIVERED

Prepare foods in stainless bowl... in oven or refrigerator... place in thermo jacket and take on a picnic or to a church supper. Keeps things hot or cold till served. Gift includes two 3½ oz. wedges of Cheddar and Brick... six 2 oz. flavored cheeses... three 2 oz. rounds Caraway, Danish, Sharp... six 1 oz. cheese Treet and 1 oz. wedge of Blue... shipping wt. 4 lbs.



Gift 86 Kettle Moraine 6.95 DELIVERED

We saw this quaint, functional old tea kettle in a Kettle Moraine antique shop and thought you might like it if we chose an exceptional variety of cheese to go with it. Comes filled with two 3½ oz. wedges of Cheddar and Brick... six 2 oz. wedgies of flavored cheese... six 1 oz. Treet of Spice, Blue, Smoky, Garlic, Onion and Cheddar... shipping wt. 3 lbs.

Items on this page available year 'round



Gift 47 Guernsey Maid 5.50 DELIVERED

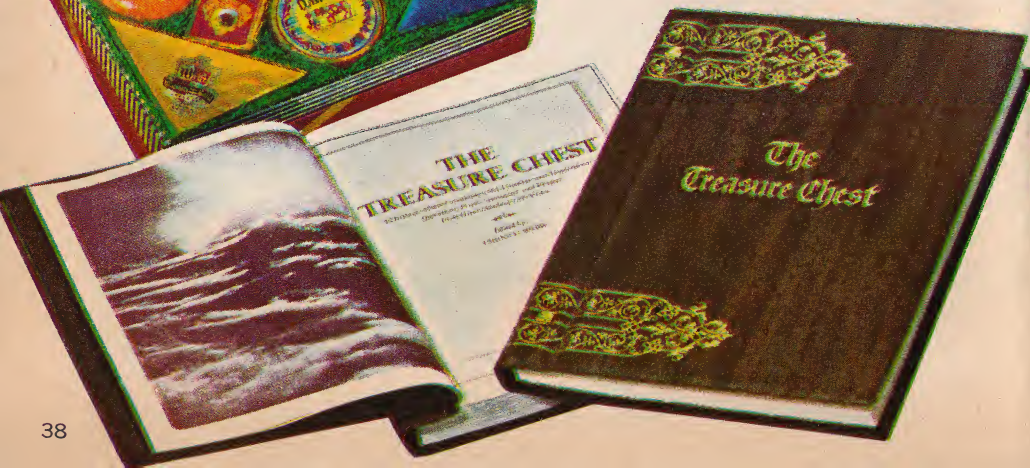
Another gift of good taste from the dairyland state featuring a new 4 oz. cup of Smoky Spread . . . two 8 oz. all beef sausages, Summer and Thuringer . . . two 3½ oz. wedges of Brick and Cheddar . . . two ¾ oz. flavored cheese wedgies . . . four 1 oz. Onion, Blue, Smoky and Spice Treets . . . two 2 oz. tins of Chicken Liver pate and Antipasto hors d'oeuvre . . . shipping wt. 4 lbs.

Items on this page
available year 'round.



Gift 84 The Treasure Chest 10.50 DELIVERED

A heritage album of 1,064 inspirational quotations, poems, sentiments and prayers from the great minds of 2,500 years. Richly illustrated, handsomely bound, published by Harper & Row, edited by Charles L. Wallis. Packed with 19 Wisconsin heritages of 3½ oz. wedges of Cheddar, Brick, Colby and Caraway . . . two 3 oz. Edam and Gouda balls . . . two 1 oz. Tilsit and Kümmel . . . two 1 oz. Spice and Onion Treets . . . a six pack of ¾ oz. flavored cheese wedgies . . . two 2 oz. rounds of Danish, Caraway and a 4 oz. carton of Wine spread . . . shipping wt. 7 lbs.



Our 22nd Year



Phone 414-545-1100

Wisconsin Cheese Makers Guild

6048 West Beloit Road, Dept. 37
Milwaukee, Wisconsin 53219

A GIFT OF CHEESE IS SURE TO PLEASE:

For more than 22 years it has been our pleasure to present the Guild's prized selections of Wisconsin cheese and sausage. Thoughtful gifts that are so pleasant to give and such a satisfaction to receive. When you make out your gift list this convenient, relaxed armchair way you do it with every confidence that you are giving the finest Wisconsin products in combination with the very newest in nationally advertised merchandise. It is interesting to know that we have quite an extensive list of buyers who have relied on us for many years to supply their gift needs. Some since our very first mailing way back in 1946.

A big advantage in doing your gift shopping by mail with us is that you can shop as early as you desire, get the job out of your way. When you shop early for your customers, employees, relatives and friends your worries are over and you are not apt to get caught in the traffic jam of last minute shoppers.

After you mail in your list you may relax with full confidence that the Guild will take care of all details and see to it that your gifts arrive on time.

The assortments in this catalog come attractively packaged. Perfect arrival guaranteed. Your name on the greeting that we provide with every gift lends an added touch of warmth so essential to sincere giving. Your order is thankfully acknowledged. All prices include delivery charges except f.o.b. Crock Savings Plans shown on page 21. When ordering don't forget yourself. A gift of cheese is sure to please everyone in your family too.

Best Wishes,

R. W. Carlson

R. W. CARLSON, Director

OUR COVER PHOTO
was taken in the
authentic "Old Mil-
waukee Street"
exhibit at the new
Milwaukee Public
Museum.

FOR MILITARY GIFTS see "Packs from home", pages 30/31 Hearth and Home Division©—W.C.M.G.

Gifts on these
pages are available
for year 'round
delivery.



Gift 87
Old Milwaukee... 5.95 DELIVERED

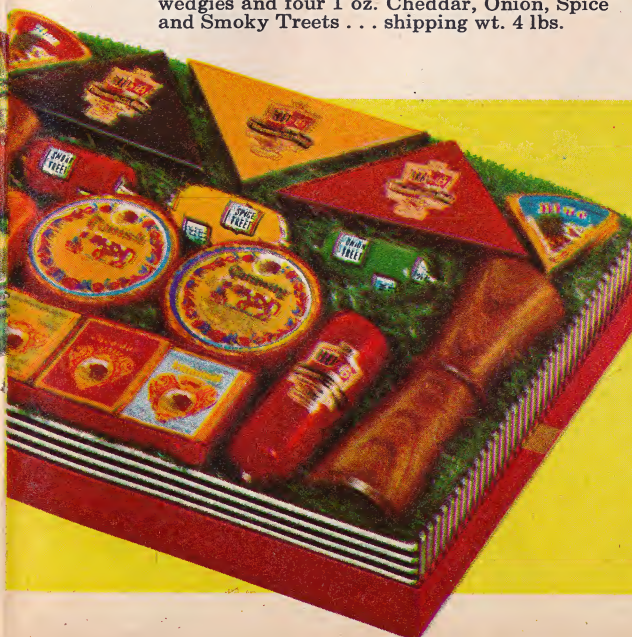
Reminiscent of good old Milwaukee are these 14 generous selections. Four 3½ oz. cuts of Cheddar, Brick, Colby, Caraway... four 3 oz. wedges, Gourmet, Stilton, Port Salut, Blue... two 3 oz. balls of Edam and Gouda... four 1 oz. Cheese Treet... shipping wt. 4 lbs.



Gift 35
Hospitality
4.95 DELIVERED

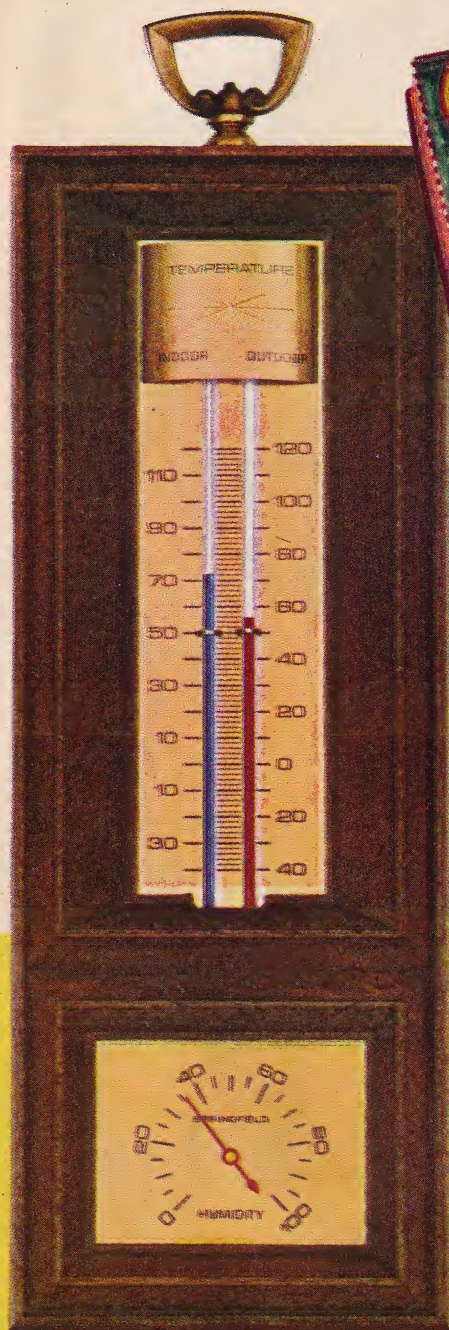
A true Wisconsin hospitality pack. When guests drop in treat them to cheese snacks and they'll love it! Pack contains four 2 oz. rounds of Sharpie, Napoli, Bluette and Carousel... four 3½ oz. wedges of Cheddar, Brick, Caraway and Colby... six ½ oz. flavored cheese wedgies and four 1 oz. Cheddar, Onion, Spice and Smoky Treet... shipping wt. 4 lbs.

All items on these pages
available all year 'round



Gift 13
Salt and Peppermill
Set... 7.50 DELIVERED

A perfectly matched natural wood grained pair. Peppermill has imported mill that adjusts to any desired grind. A gift in a "mill"-ion packed with three 3½ oz. wedges of Cheddar, Brick, Caraway... two 3 oz. rolls of Aged and Smoky... two 2 oz. rounds of Danish and Caraway... Trio pack of 1 oz. Tilsit, Kümmel, Cheddar... three 1 oz. Treet of Smoky, Spice, Onion and two ½ oz. flavored cheese wedgies... 15 selections, shipping wt. 4 lbs.



Gift 60 Indoor/Outdoor Weatherman

11.95 DELIVERED

Registers temperatures inside and out simultaneously. Has built-in humidity meter and is fully guaranteed. This quality Springfield instrument in grained walnut finish with gold panels and velvet toned finial also becomes a valued decorator piece in any home. Gift includes four 2 oz. Carousel, Bluette, Sharpy and Napoli cheese rounds . . . a Trio pack of 1 oz. Tilsit, Cheddar, Kümmel . . . six 1/2 oz. flavored cheese wedgies . . . two 1 oz. wedges of Blue cheese . . . four Spicy, Cheddar, Onion and Smoky 1 oz. Treats . . . shipping wt. 5 lbs.



Gift 42 Guild Snacker . . . 7.50 DELIVERED

14 delightful snack favorites. Three 7 oz. blocks of natural Cheddar, Swiss and Brick . . . two 3 oz. Edam and Gouda balls . . . two 6 oz. bars of natural and smoked Edam . . . three 1 oz. Cheese Treats . . . 3 oz. assorted Trio pack . . . 8 oz. all beef Summer Sausage . . . shipping wt. 6 lbs.



Gift 68 Electric Patio Server . . .

11.95 DELIVERED

This delightful Danish, modern ceramic server is a bright new version of an old crockery bean pot. Keeps casserole dishes warm and enjoyable to the last serving. Holds up to 2 qts. Electric cord and recipe book also included. Comes packed with 19 varieties of cheese . . . four 3 oz. wedges of Stilton, Gourmet, Blue, Port Salut . . . three 2 oz. rounds of Napoli, Sharpy, Danish . . . 4 oz. assorted six pack of flavored cheese . . . six 1 oz. Treats of Cheddar, Smoky, Spice, Garlic, Onion and Blue . . . shipping wt. 9 lbs.



Gift 49 Ceramic Servers . . . 6.95 DELIVERED

These cleverly fashioned individual servers from West Bend are matching miniatures of the electric server described above. Their Danish design is enhanced with four 2 oz. rounds of Danish, Napoli, Sharpy, Caraway . . . 3 oz. Edam Ball . . . four 2 oz. tins of Antipasto, Lobster, Chicken Liver and Shrimp Pates . . . 4 oz. cup of Guild Wine Spread . . . Shipping wt. 5 lbs.



*Not available
May through Sept.*

Gift 66 Guild Companions... 11.95 DELIVERED

12 Wisconsin Cheese selections and 6 Milwaukee Sausages are perfect companions in this gift of good taste... two 7 oz. cuts of Cheddar and Swiss... two 6 oz. bars of natural and smoked Edam... 3 oz. ball of Gouda... four 3 1/2 oz. wedges of Cheddar, Brick, Colby, Caraway... 4 oz. Wine spread... two 1 oz. portions of Blue... six 8 oz. sausages—Liverwurst, Yachtwurst, Beerwurst, Braunschweiger, all beef Thüringer and Summer... shipping wt. 10 lbs.



**Gift 24
Party Nibblers
3.95 DELIVERED**

Four 5 oz. ready to serve balls of cheese spread... onion flavored cheddar rolled in parsley, paprika coated cheddar, blue cheese spread encrusted with walnuts and port wine flavored cheddar... shipping wt. 2 lbs.

*Available for your
enjoyment every day
of the year.*



**Gift 90
Gay Nineties
5.75 DELIVERED**

Collection of 19 most asked for cheeses... four 3 1/2 oz. Cheddar, Brick, Colby, Caraway wedges... six 2/3 oz. assorted flavored cheese wedges... two 1 oz. squares of Tilsit and Kümmel... two 3 oz. rounds of Gouda and Edam... two 1 oz. Onion and Spice Treats... two 2 oz. Caraway and Danish rounds plus 4 oz. Wine spread... shipping wt. 4 lbs.

**Gift 29
Heated Tray Server
11.95 DELIVERED**

Beautiful with hand rubbed walnut handles and rich gold trim. 120 sq. in. surface keeps casseroles and beverages serving-warm, electrically. Comes with 19 cheeses... four 2 oz. rounds of Danish, Caraway, Sharpy and Napoli... six 2/3 oz. wedgies of flavored cheese... Trio pack of 1 oz. Cheddar, Tilsit, Kümmel... two 1 oz. wedges of Blue... four 1 oz. Cheddar, Spice, Onion and Smoky Treats... shipping wt. 6 lbs.



**Gift 98 Hickory Smoked
Turkey Breast... 13.50 DELIVERED**

Plump, succulent, boneless breasts, sweet hickory smoked to lip smackin' goodness. 4 to 5 lbs. of fully prepared young 'n tender white meat ready to serve hot or cold. Supplied until May 1st... Shipping wt. 7 lbs.



Gift 21 Lotus Leaf Tray... 3.95 DELIVERED

A graceful, silver toned lotus leaf for serving beverages and hors d'oeuvres in style. From tip to stem it's 14½". Comes laden with two 3½ oz. wedges of Cheddar and Brick... four 1 oz. Onion, Blue, Smoky and Cheddar Treet... six ⅔ oz. wedgies of flavored cheeses... shipping wt. 2 lbs.



Gift 83 Golden Eagle Lamp... 5.75 DELIVERED

A gift that's sure to please your friends with or without Early American taste. The 22K gold leaf decorated lamp base comes filled with pleasantly scented oil. The 12 varieties of Wisconsin cheese taste extra delicious by lamp light... four 3½ oz. wedges of Cheddar, Brick, Colby and Caraway... two 2 oz. rounds of Sharpy and Napoli... four ⅔ oz. wedgies of flavored cheese... two 3 oz. rolls of Spice and Blue... shipping wt. 5 lbs.



Gift 55 Collector's Item 4.50 DELIVERED

Those who collect antiques consider this a unique collector's item. This quaint, colorful trio not only has eye appeal but taste appeal... each filled with 6 ozs. of Guild Club spreads... Cheddar, Wine and Swiss... shipping wt. 4 lbs.



Both gifts on this page available year 'round.



Gift 99
Fair and Kooler 10.50 DELIVERED

An insulated, metal clad ice chest that keeps beverages cold indefinitely. Large enough to "cool it" for big swingin' parties 19 1/4 x 11 3/4 x 12 3/4". Comes brimming with four 3 1/2 oz. wedges of Cheddar, Brick, Colby, Caraway ... two 6 oz. bars of natural and smoked Edam ... 7 oz. cut of Swiss ... two 2 oz. rounds of Napoli and Sharpy ... 3 oz. Trio variety pack ... five 1 oz. Treet's of Cheddar, Garlic, Smoky, Spice, Blue and an 8 oz. all beef Summer Sausage ... shipping wt. 10 lbs.

*Gifts on these pages
 available all year 'round.*

Gift 14 All-Beef Long Boy ... 5.50 DELIVERED

A foot and a half of all-beef perfection. 2 1/2 pounds of fully prepared, ready-to-eat, hickory smoked summer sausage ... shipping wt. 3 lbs.



Gift 88
Feast-a-Plenty 11.95 DELIVERED

A bountiful gift of cheese, sausage and ham a'plenty! Three 8 oz. sticks of all beef Summer Sausage, Braunschweiger, and Liverwurst. Four 3 1/2 oz. wedges of Cheddar, Brick, Colby and Caraway ... four 2 oz. pates of Chicken Liver, Lobster, Shrimp and Antipasto ... 3 1/4 oz. bottle of Pearl Onions ... 3 1/2 oz. bottle of Olives ... six 1 oz. Treet's of Cheddar, Onion, Garlic, Blue, Smoky and Spice ... 2 oz. jar of Caviar ... two 1 oz. wedges of Blue cheese ... two 3 oz. wedges of Port Salut and Gourmet plus a 1 lb. Red Bush Farms Ham ... shipping wt. 10 lbs.

*Gifts on
 this page
 available
 year 'round*

Gift 40
Cheese Logs 4.50 DELIVERED

Deliciously different ... four 7 oz. logs of cheese ... Port Wine cheddar ... Parsley coated onion flavored cheddar ... Paprika covered cheddar and a log of Blue cheese encrusted with crushed Black Walnuts ... shipping wt. 3 lbs.





Gift 51 Cheese

Sextette... 4.75 DELIVERED

A rainbow of gay, foil wrapped Wisconsin natural cheese... six 7 oz. bars of Caraway, Edam, Cheddar, Colby, Brick and Smoked Edam... shipping wt. 4 lbs.

Gift 52 Cheese

Quartet... 3.75 DELIVERED

Four 7 oz. bars of Wisconsin natural Brick, Caraway, Cheddar and Colby make up this colorful foil wrapped pack. It's a "natural"... shipping wt. 3 lbs.



Quartet and Sextette gifts available year 'round



Gift 97 Country Cured Ham

9.95 DELIVERED

Farm style, right from the smokehouse, fully prepared and ready to eat. A 5 to 6 lb. lean and tender boned beauty for your eating pleasure... shipping wt. 7 lbs.

Ham not available May-June-July-August-Sept.



Gift 76

Grandma's Jelly Dishes 5.50 DELIVERED

Don't these remind you of something right out of grandma's cupboard... and hot biscuits when grandma spooned homemade jelly from a dish that looked like a bunch of grapes... or jam from an oversize strawberry? Our set is just like grandma's with lids that have leaves for handles... even little old fashioned serving ladles. The two 8 oz. glasses of grape jelly and strawberry preserves are by Charlotte Charles... shipping wt. 4 lbs.



Gift 23 Party Popper

8.75 DELIVERED

Three quart electric corn popper has clear glass cover so you can see what's poppin'... has electric cord, 4 beautiful serving bowls and 12 month guarantee. Popper is filled with 15 cheese selections... four 3 1/2 oz. wedges of Cheddar, Brick, Colby, Caraway... six varieties of 2/3 oz. flavored cheese wedgies... five 1 oz. Treet's of Cheddar, Blue, Onion, Spice, Smoky and a 3 oz. bag of popcorn... shipping wt. 6 lbs.





Cheese gifts are used extensively for business gifts and incentive programs.

Gift 45 Trio Server... 6.95 DELIVERED

Three stainless bowls, each containing a 4 oz. cup of Cheddar, Wine and Swiss cheese spread. Bowls have a 6 oz. capacity for serving dips, sauces, salad dressings, candies, nuts, jellies and all sorts of taste tempters. Set has 3 serving ladles and a shapely stand with handsome walnut handle... shipping wt. 3 lbs.

for loved ones away from home.

Here's the way to be sure of guaranteed overseas A.P.O. and F.P.O. delivery... Due to the semi-perishable nature of some of our products we *only* ship packages addressed to overseas military personnel via "PAL" (Parcel Air Lift). For all A.P.O. and F.P.O. addresses add \$1.00 to prices shown and your shipment will come under the Guild guarantee (see guarantee on order form) which also guarantees AIR SERVICE from Milwaukee to any overseas destination.

Pack 106—\$11.50 Delivered

1 lb. ready-to-eat ham... 12 oz. assorted candies... 10 oz. wheat thins... 12 oz. pumpernickel... 4 oz. cheese six portion... 8 oz. all beef summer sausage... four 2 oz. caraway, napoli, Danish, sharp cheese... 2 1/4 oz. shoestring potatoes... 1 lb. medium aged cheddar, 5 1/2 oz. smoky, two 3 oz. rolls blue & spicy cheese... 1 1/2 oz. sild sardines... 1 1/2 oz. orange marmalade... 1 1/2 oz. strawberry jam... 5 oz. popcorn... 4 3/4 oz. liverwurst spread.

Pack 413—\$7.25 Delivered

5 lbs. medium aged cheddar

Pack 101—\$4.95 Delivered

1 lb. medium aged cheddar... 12 oz pumpernickel... 3 oz. rolls of spice blue, smoky... 7 oz. edam

Pack 107—\$19.95 Delivered

11 oz. chocolate chip cookies... 8 oz. all beef summer sausage... 12 oz. assorted candies... 8 oz. cheese salami roll... 4 oz. cheese six portion... 3 oz. cheese trio... 1 1/2 oz. strawberry jam... 1 1/2 oz. orange marmalade... four 2 oz. sharp, Danish, napoli, bluet cheese... 12 oz. pumpernickel... four 3 oz. rolls of spice, blue, aged, smoky cheese... six-pack of chewing gum... 10 oz. caramels... 3 oz. lemonade mix... 1 1/2 oz. iced tea mix... 5 oz. popcorn... 6 oz. crunchy peanut butter... 10 oz. wheat thins... 5 oz. cheddar sticks... 2 1/4 oz. deviled ham... 2 oz. chicken liver pate... 2 oz. shrimp pate... 1 lb. medium aged cheddar... 6 oz. mixed nuts... 5 1/2 oz. smoky... 2 1/4 oz. shoestring potatoes... 4 3/4 oz. liverwurst spread... 1 1/2 oz. sild sardines... 7 oz. edam... 1 lb. ready-to-eat ham.

Division of W.C.M.G. Wisconsin



PACKS FROM HOME.....

Let's not forget our men and women in service and our boys and girls in colleges who always enjoy a food treat from home. The packs on these pages are recommended for overseas and state-side delivery. The following gift numbers are for A.P.O. and F.P.O. addresses: 14, 16, 22, 24, 25, 32, 33, 35, 36, 37, 38, 40, 41, 42, 43, 47, 51, 52, 53, 57, 61, 74, 84, 87, 89, 90, 411, 412, 413, 414, 415, 422, 441, 442, 463, 464, 465, 466, 467 and 468—illustrated throughout our catalog.

Pack 412—\$4.50 Delivered
2½ lbs. sharp cheddar

Pack 14—\$5.50 Delivered
2½ lbs. all beef summer sausage

Pack 414—\$4.25 Delivered
2½ lbs. medium aged cheddar

Pack 411—\$7.50 Delivered
5 lbs. sharp cheddar

Pack 102—\$4.95 Delivered
1 lb. medium aged cheddar . . . 12 oz. pumpernickel . . . 4 oz. smoky spread . . . 8 oz. salami roll . . . 8 oz. all beef summer sausage

Pack 104—\$7.75 Delivered
7 oz. edam . . . 8 oz. salami roll . . . 8 oz. all beef thuringer and summer sausage . . . 12 oz. pumpernickel . . . 1 lb. medium aged cheddar . . . 1 lb. caraway cheddar . . . 1½ oz. orange marmalade

Pack 103—\$6.95 Delivered
7 oz. edam . . . 1 lb. medium aged cheddar . . . 1 lb. caraway cheddar . . . 8 oz. all beef summer sausage . . . 12 oz. pumpernickel . . . 1½ oz. strawberry jam . . . 6 oz. crunchy peanut butter

Pack 105—\$9.25 Delivered
12 oz. assorted candies . . . 12 oz. pumpernickel . . . 7 oz. edam . . . 8 oz. cheese salami roll . . . 10 oz. wheat thins . . . 2¼ oz. shoestring potatoes . . . 5½ oz. smoky, 8 oz. all beef summer sausage . . . 8 oz. all beef thuringer . . . 1½ oz. sild sardines . . . 1½ oz. strawberry jam . . . 1 lb. medium aged cheddar

HEARTH AND HOME®

Milwaukee,



Gift 27 Barrow Cheese Board 5.95 DELIVERED

A long remembered gift including three 3½ oz. wedges of natural Cheddar, Brick and Caraway . . . two 2 oz. rounds of Sharpy and Caraway . . . Trio pack of 1 oz. portions Tilsit, Kümmel and Cheddar . . . six 1 oz. Treet's of Onion, Cheddar, Smoky, Spice, Garlic and Blue . . . 14 Wisconsin favorites packed with an early American wheelbarrow cheese board. The cutting surface is a hand painted ceramic. Handles are a fork tipped slicer/server and a cheese spreader . . . shipping wt. 4 lbs.



Gift 36 Badger Beauty 6.75 DELIVERED

Cheese time is a pleasant time with these 19 Wisconsin favorites . . . two 6 oz. bars of natural and smoked Edam . . . two 3 oz. wedges of Gourmet and Port Salut . . . 7 oz. cut of cured Swiss . . . two 2 oz. rounds of Sharpy and Napoli . . . six pack of ½ oz. flavored cheeses . . . two 1 oz. Treet's, Cheddar and Smoky . . . four 3½ oz. wedges of Natural Cheddar, Brick, Colby, Caraway . . . shipping wt. 6 lbs.



Gifts on these pages are available for year 'round delivery.

*This gift available
year 'round.*



Gift 16
Dairy State 6.25 DELIVERED

Sixteen choice selections from the nation's dairy state. Four 3½ oz. cuts of Cheddar, Brick, Colby and Caraway . . . four 3 oz. rolls of Spicy, Aged, Blue, Smoky . . . a 3 oz. Trio pack of Tilsit, Cheddar, Kummel . . . two 3 oz. wedges of Gourmet and Port Salut . . . two 2 oz. rounds of Caraway and Danish . . . a 6 oz. bar of natural Edam . . . shipping wt. 5 lbs.



Gift 10
Electric Trivet 7.95 DELIVERED

Fixed temperature control keeps coffee, soup, carafes, casseroles serving hot. Smart design and walnut handles make it a contemporary gift of quality. Comes with 16 cheeses . . . two 3½ oz. wedges of Cheddar and Brick . . . four 3 oz. rolls of Aged, Spicy, Smoky and Blue . . . two 2 oz. rounds of Danish and Caraway . . . two 1 oz. portions of Blue and 4 oz. variety pack of flavored cheese wedgies . . . shipping wt. 5 lbs.

*This gift available
year 'round.*

GIFT FILLED PICNIC HAMPERS

Imagine a picturesque, old world wicker hamper so bountifully laden with gifts of cheese, sausage and delicacies that you can hardly lift it. Your special business associates, clients, favored friends and relations will surely appreciate a gift like this. It's the family participating gift you have been searching for.

Gift 19
The Weekender 25.00 DELIVERED

This king size colorful hamper is 20 x 12 x 8" big enough to carry the picnic needs of a large group. Comes with 37 gift selections . . . 7 oz. box of Tobler's Swiss chocolates . . . 12 ozs. of Holland bon bons . . . four 3½ oz. wedges of Cheddar, Brick, Colby and Caraway . . . two 4 oz. spreads of Swiss and Port wine . . . a 1 lb. Red Bush Farms ready-to-eat ham . . . two 1 oz. Blue cheese wedgies . . . four 2 oz. pates of Shrimp, Lobster, Chicken Liver and Antipasto . . . six 2½ oz. flavored cheese wedgies . . . Trio of 1 oz. pieces of Kummel, Tilsit and Cheddar . . . three 3 oz. wedges of Port Salut, Gourmet, Gilton . . . two 3 oz. balls of Edam and Gouda . . . 2 oz. jar of Caviar . . . 3½ oz. bottle of Spanish olives . . . 3½ oz. bottle of Pearl Onions . . . two 8 oz. all beef Thüringer and Summer Sausages . . . two 5 oz. rolls of Braunschweiger and Beerwurst . . . 12 ozs. Pumpernickel . . . shipping wt. 20 lbs.

Gift 18
The Picnicker . . . 18.50 DELIVERED

An artfully woven 18 x 19 x 6½" wicker hamper filled with 25 gifts of good taste . . . 7 oz. box of Tobler's Swiss chocolates . . . two 4 oz. Swiss and Wine spreads . . . a 1 lb. Red Bush Farms ham . . . 1 oz. wedge of Blue cheese . . . two 2 oz. tins of Chicken Livers and Antipasto . . . six 2½ oz. flavored cheese wedgies . . . an 8 oz. all beef Summer Sausage . . . 3½ oz. bottle of Pearl Onions . . . 3½ oz. bottle of Olives . . . Trio pack of 1 oz. Tilsit, Kummel and Cheddar . . . two 3 oz. balls of Edam and Gouda . . . four 3½ oz. wedges of Cheddar, Brick, Colby and Caraway . . . shipping wt. 12 lbs.



Available all year 'round.



Gift 11
Happy Holiday
6.50 DELIVERED

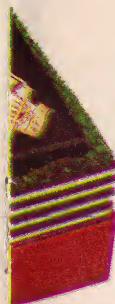
Like a happy holiday in Wisconsin there's cheese and sausage for everyone. This beautiful gift contains an 8 oz. all beef Summer Sausage . . . two 8 oz. links of Liverwurst and Beerwurst . . . four 3½ oz. wedges of Cheddar, Colby, Caraway and Brick cheese . . . two 3 oz. rolls of Smoky 'n Spicy . . . four 1 oz. portions including two Kümmels, a Tilsit and a Cheddar . . . available October through April . . . shipping wt. 5 lbs.



Gift 77
English Toffee
4.95 DELIVERED

Crunchy squares of all butter toffee loaded with nutmeats and coated with a thick layer of milk chocolate. Top each piece with toasted pecans and you have the most tantalizing toffee this side of the Thames . . . two lbs. of goodness packed in a royal red and gold tin . . . shipping wt. 3 lbs.

Chocolate candies not shipped in May, June, July, August, September.

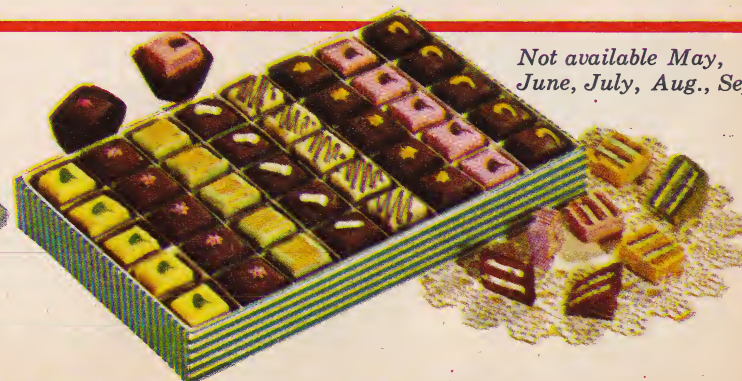
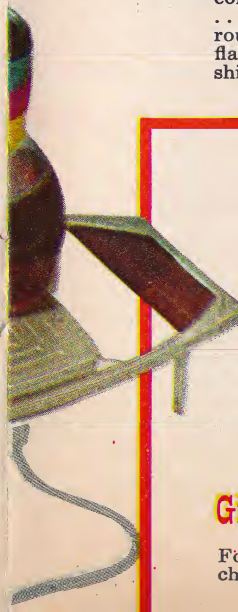


This gift available year 'round.



Gift 30 Executive Attache Case . . . 21.95 DELIVERED

Trim, compact, elegant, by Samsonite. Size 3 x 12¼ x 17" with black, scuff and stain resistant covering over a magnesium frame. Has expandable file compartment and large carry-all space which comes with 18 cheese varieties . . . four 3½ oz. wedges of Cheddar, Brick, Colby and Caraway . . . four 2 oz. rounds of Sharpy, Danish, Caraway, Napoli . . . six pack variety of ¾ oz. flavored cheeses . . . four 1 oz. Treats of Cheddar, Onion, Garlic and Blue . . . shipping wt. 7 lbs.



Not available May, June, July, Aug., Sept.

Gift 73 Petits Fours . . . 3.95 DELIVERED

Forty dainty rum flavored French pastries with "toujours gai" pastel and chocolate frostings . . . net wt. 1 lb. 4 oz. . . shipping wt. 2 lbs.



Gift 64
Wurstmacher
Favorite
5.95 DELIVERED

Everyone loves this "schmeckt gut" pack of Wurstmacher masterpieces. Two 8 oz. flavorful sticks of all beef Thuringer and Summer Sausage . . . three 8 oz. links of Usinger Liverwurst, Braunschweiger and Beerwurst . . . shipping wt. 4 lbs.

Not available May through Sept.



Gift 25
Guild All-Star
4.25 DELIVERED

Put a twinkle in the eye of the friends you wish to remember! Give them all-star, natural Guild cheese . . . six 2 oz. wedges of Chalet, Edam, Cheddar, Gourmet, Port Salut, Spiced Gouda . . . a 3 oz. ball of Gouda and six ½ oz. portions of Swiss Gruyere . . . 13 varieties available all year 'round . . . shipping wt. 2 lbs.



Gift 12
Cheese 'n Sausage
7.75 DELIVERED

M-m-m so good! Two 8 oz. sticks of all beef Thuringer and Summer Sausage . . . three 8 oz. links of Braunschweiger, Liverwurst, Beerwurst . . . a 4 oz. Cheddar Spread . . . two 3½ oz. wedges of Brick and Cheddar . . . two 3 oz. rolls of Blue and Smoky. Five sausages and five cheeses . . . shipping wt. 6 lbs.

Not available May through Sept.



Gift 89 Wisconsin State Fair . . . 4.25 DELIVERED

A never forgotten gift of Wisconsin's finest, overflowing with 19 flavorful cheese selections . . . four 2 oz. rounds of Carousel, Bluette, Sharpy and Napoli . . . a Trio pack of 1 oz. Tilsit, Kümmel and Cheddar . . . six ¾ oz. flavored cheese wedgies . . . two 1 oz. wedges of Blue . . . four Treets, Spicy, Cheddar, Onion, Smoky . . . always available . . . shipping wt. 3 lbs.

Gift 69
30 Cup Party Perk
21.95 DELIVERED

*Electric, Automatic,
Insulated for Hot
or Cold Beverages.*

Brews 12 to 30 cups of coffee and keeps it hot even when not plugged in. Keeps 7 qts. of drinks icy cold indefinitely. Fix beverages indoors, carry to beach, patio or yard and it's refreshingly yours to the last drop. Comes packed with 21 cheese selections . . . three 3 oz. rolls of Blue, Spicy and Smoky . . . a 7 oz. cured Swiss . . . three 1 oz. Treets of Onion, Cheddar and Blue . . . three 2 oz. rounds of Sharpy, Danish, Napoli . . . a six pack of ¾ oz. flavored cheese wedgies . . . Trio pack of 1 oz. Tilsit, Kümmel, Cheddar and two 3½ oz. wedges of Brick and Cheddar . . . shipping wt. 10 lbs.



The Nation's
Largest
Producer
of Party
Perks



Gift 32
Cheese-a-rama
5.50 DELIVERED

A cheese spectacular from Wisconsin . . . just about every type imaginable! Four 3½ oz. wedges of Cheddar, Brick, Colby and Caraway . . . Trio pack of 1 oz. Tilsit, Kümmel and Cheddar . . . a six pack of ½ oz. flavored cheese wedgies . . . two 1 oz. wedges of Blue cheese . . . four 2 oz. rounds of Caraway, Danish, Caroussel, Sharpie . . . six 1 oz. Treets of Cheddar, Smoky, Garlic, Onion, Spice and Blue . . . 25 cheeses available all year 'round . . . shipping wt. 4 lbs.



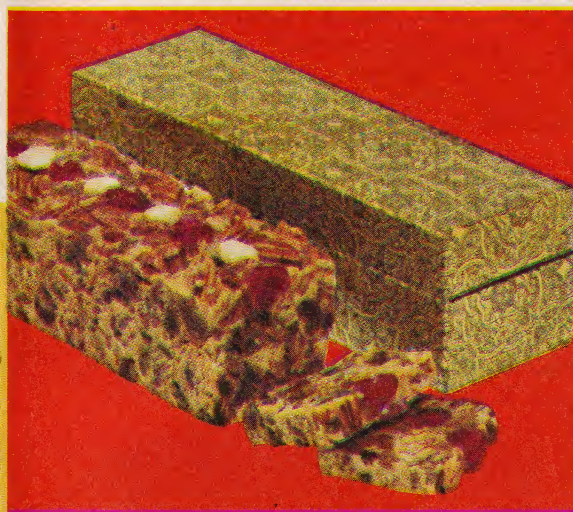
Gift 85
Gold Star Tray
3.95 DELIVERED

A party favorite for hors d'oeuvres, snacks and cocktails. Popular as a dresser tray. Comes packed with 10 cheese favorites . . . four 3½ oz. wedges of Cheddar, Brick, Colby and Caraway . . . four 2 oz. rounds of Napoli, Sharpie, Caraway and Danish . . . four ½ oz. flavored cheese wedgies . . . always available . . . shipping wt. 3 lbs.



Gift 56
Crock 'n Refill
3.95 DELIVERED

The stoneware crock comes packed with 12 ounces of Guild Club Cheddar. The refill that's easily transferred from its red carton to the crock contains 12 ounces of Port Wine flavored cheddar available month-in, month-out . . . shipping wt. 4 lbs.



Gift 74
International
Fruit Cake
5.75 DELIVERED

You have never tasted fruit cake like this! Made from a world-wide recipe of French cherries, Caribbean pineapple, English walnuts, Spanish almonds, Georgia pecans, golden raisins from California flavored with Kentucky bourbon, New England rum and California brandy. Contains no citron, molasses or corn syrup like most fruit cakes . . . available all year . . . Net wt. 2 lbs. . . . shipping wt. 3 lbs.



Gift 31
Crystal Tower Set
5.50 DELIVERED

Unique, different, useful! A tower of three 16 oz. crystal bowls with a cover that gives them the look of an apothecary jar. Top bowl has 8 oz. of imported fruit-filled bon bons, bottom 6 ozs. of mixed nuts, center bowl has six 1 oz. Treets of Cheddar, Smoky, Onion, Spice, Garlic Blue and six assorted ½ oz. portions of Guild flavored cheese . . . available all year long . . . shipping wt. 4 lbs.

Gift 20
Serving Dish
Ensemble
5.50 DELIVERED



Stainless appetizer/snack server with a Danish flair—9½ x 4½". There is a dainty spatula with a walnut handle that matches the beautifully grained tray handles. Gift includes 11 kinds of Wisconsin cheese . . . two 3½ oz. pieces of Cheddar and Brick . . . two 1 oz. foil wraps of Blue . . . Trio pack of 1 oz. Tilsit, Kümmel and Cheddar . . . two ¾ oz. flavored cheese wedgies . . . two 3 oz. cuts of Gourmet and Port Salut . . . shipping wt. 4 lbs.



Gift 15
Diamond Jim Steakers
8.50 DELIVERED

Give the sharpest gift of all . . . six Swedish style steak knives with grained walnut handles. Even a stubborn steak slices like butter with these super-keen serrated blades. Comes packed with four 3½ oz. wedges of Cheddar, Brick, Colby, Caraway . . . two 1 oz. foil wraps of Blue . . . a six pack of ¾ oz. assorted flavored cheese and four Treet of Cheddar, Onion, Smoky 'n Spice . . . 16 pieces . . . shipping wt. 4 lbs.

Gift 46 Bold Knight Tankards 8.50 DELIVERED

Four 14 oz. ale house beauties with see-through glass bottoms. Now you may tilt your brew high, drain it dry and still keep an eye on your drinking partner. Gift includes a wise selection of 19 cheeses . . . four 3½ oz. wedges of Cheddar, Brick, Colby and Caraway . . . six pack of assorted ¾ oz. flavored cheese portions . . . Trio of 1 oz. Tilsit, Kümmel, Cheddar . . . six 1 oz. Treet of Cheddar, Smoky, Garlic, Onion, Spice and Blue . . . (Available all year 'round) . . . shipping wt. 5 lbs.



Both gifts on this page available year 'round.



Gift 70 Chee Sweet Chocolates
3.50 DELIVERED

Here's a new taste treat in candies . . . although it's made with generous portions of Wisconsin Swiss Cheese it would take an expert to recognize the nut-like cheese flavor, but every bite tells you something wonderful has happened to this candy . . . it's so delicious! Gift box contains 1 lb. of melt in your mouth Swiss cheese creams and plump, chewy Swiss cheese caramels richly coated with Swiss style chocolate . . . (Available Sept. thru April only) . . . shipping wt. 2 lbs.

Gift 26 Hot Dogger... 9.00 DELIVERED

For quick meals, snacks or "Teen" parties. Cooks up to 6 wieners electronically in seconds. Place on electric prongs, close cover, plug in and PRESTO, sizzling, succulent hot dogs! 17 cheeses include two 3½ oz. cuts of Cheddar and Brick... six ⅔ oz. flavored cheese wedgies... six 1 oz. Treats of Cheddar, Smoky, Spice, Blue, Onion and Garlic spreads... three 1 oz. portions of Cheddar, Tilsit and Kümmel... shipping wt. 5 lbs.



by PRESTO



Gift 28 White Collar Set... 11.95 DELIVERED

A handsome gift for the VIPs on your list. 6-cup insulated pitcher has 2 matching insulated low boys and a stainproof, non-breakable tray. Keeps beverages hot or cold for hours. Comes with four 3½ oz. cuts of Cheddar, Brick, Colby, Caraway... four 2 oz. rounds of Sharpy, Napoli, Danish, Bluette... four ⅔ oz. flavored cheese wedgies... shipping wt. 6 lbs.



MIRRO
THE FINEST ALUMINUM

**Gift 67
Deluxe Electric
Broiler... 12.60 DELIVERED**

A new portable table-top creation by MIRRO Aluminum that allows you to look inside and watch the miracle of indoor broiling without smoke or spatter. Has electric cord, cooking chart and 5 year warranty... four 3½ oz. cuts of delightful Cheddar, Brick, Colby, Caraway... four ⅔ oz. flavored cheese wedgies... four 2 oz. rounds of Napoli, Bluette, Caroussel and Sharpy Cheese... shipping wt. 7 lbs.

**Gift 48
Golden Glow
Tray...
4.50 DELIVERED**

An all 'round sunburst design snack and cocktail tray or mod-accessory on dressing table. Size 11" dia. A gift of good taste with four 3½ oz. wedges of Cheddar, Brick, Colby, Caraway... four 2 oz. rounds of Sharpy, Danish, Napoli, Caraway... 4 oz. 6 pack of flavor tempting tidbits... shipping wt. 3 lbs.



Gifts on this page available year 'round.

Gift 59 Swiss Fondue Chafing Dish Set 14.95 DELIVERED

In Switzerland after a brisk ski run . . . scaling the Matterhorn . . . or a yodeling lesson they gather 'round a bubblin' pot o'fondue . . . it's the relaxing thing to do . . . in America, smart young homemakers have learned that today's popular buffet style entertaining can be really fun when their guests are treated to something with an unusual/different flair. 2 qt. stainless steel fondue cooker of distinctive Danish design on a graceful burner stand has adjustable flame control. Set includes 4 stainless fondue forks, recipe book and three 12 oz. packs of fully prepared fondue.

SWISS FONDUE — an authentic blend of nut-like aged Swiss, dry white wine, Kirschwasser, flour, garlic, salt 'n pepper. When it's bubbling hot you simply gedunk crusty cubes of French bread and enjoy right from the pot. **PIZZA FONDUE** — a bountiful blend of the same lusty ingredients contained in Swiss fondue except we replaced Swiss with Pizza flavored Cheddar . . . designed to delight the appetites of pizza lovers everywhere.

CHOCOLATE FONDUE — served piping hot makes pieces of fruit, nuts, marshmallows, lady fingers and cookies taste candy/good . . . just slip them on your fork, dip and enjoy . . . shipping wt. 6 lbs.

See Bulk Fondue Listed Page 39

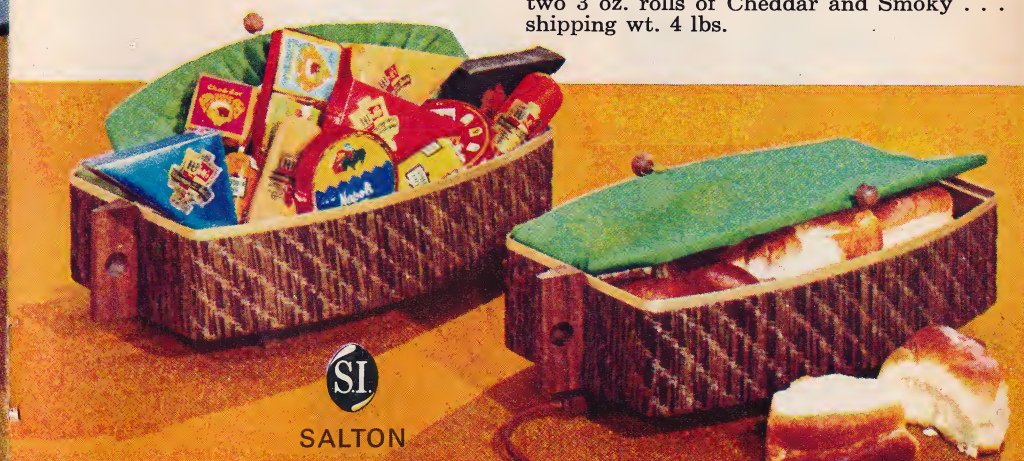
Available All Year 'Round



Gift 22 5.50 DELIVERED

On Wisconsin!

Another "never to be found in the store" assortment. 16 Wisconsin cheese favorites. Three 7 oz. squares of Aged Swiss, Cheddar, Brick . . . two 2 oz. rounds of Danish and Sharpy . . . six 2 1/2 oz. flavored wedgies, Ham, Salamee, Blue, Sharpy, Smoky, Swiss-bit . . . Trio of 1 oz. Cheddar, Tilsit, Kümmel . . . two 3 oz. rolls of Cheddar and Smoky . . . shipping wt. 4 lbs.



Gift 65 Electric Bun Warmer 12.95 DELIVERED

An attractive way to serve bread, rolls, buns, toast, muffins and keep them butter-melting warm during entire meal. Size 14 1/2 x 8 x 5" high. Comes with four 3 1/2 oz. cuts of Cheddar, Brick, Colby, Caraway . . . three 1 oz. portions of Cheddar, Tilsit and Kümmel . . . two 3 oz. rolls of Cheddar and Spice flavor . . . two 2 oz. rounds of Napoli and Sharpy . . . two 1 oz. Trets . . . shipping wt. 5 lbs.

Gift 38
Guild
Variety
425 DELIVERED

Two 6 oz. bars of Natural and Smoked Edam . . . four 1 oz. Treets, Smoky, Cheddar, Spice, Blue . . . 3 oz. Trio of Tilsit, Ched-dar and Kümmel . . . three 2 oz. flavored cheese wedgies . . . three 2 oz. rounds of Sharpy, Carousel, Bluette. 15 unusual Wisconsin varieties . . . shipping wt. 3 lbs.



Gift 17
Ticket-a Tasket
Basket . . 525
DELIVERED

A masterfully woven Italian import . . . 4" deep x 9½" dia. filled with 16 cheeses. 3½ oz. cut of Cheddar . . . two 1 oz. Blue portions . . . 3 oz. Trio of Tilsit, Ched-dar and Kümmel . . . 4 oz. 6 pack of flavored wedgies, Ham, Swiss-bit, Sharpy, Salamee, Blue, Smoky . . . four 1 oz. Treets — Cheddar, Spice, Onion, Smoky . . . shipping wt. 3 lbs.



Guild Club Cheese
Spreads in Gold Crested
Stone Crock

An ideal gift for the person or company who has a long list with a limited budget. In the finest tradition of excellence in cheese making, the Wisconsin Cheese Makers Guild proudly presents its finest blends of aged cheddar cheese.

Tangy, smooth cheddar is preferred for snack time, cocktail time or any fun occasion. Hors d'oeuvres, sandwiches, salads are at their best when the cheese served comes from the GUILD. For an appropriate, appreciated gift, give these familiar old style black crocks, each with a colorful gold bow. You'll be glad you did!

Give Guild Club Cheese in
Personalized Stone Crock!

This year give the very finest in GUILD Club Aged Cheddar Spreads and personalize the shiny, black, stone crocks with your own Personalized Gold Foil Labels. Your name or company name, trademark or logo imprinted in black on Gold Foil, personalizes your gift . . . keeps your name before the recipient!

You are entitled to Personalized Gold Foil Labels on postpaid delivered or f.o.b. orders from a dozen to a thousand or more. If you furnish a cut or printing plate of your logo or trademark it may not exceed 3¼" wide x 1¼" high. Complete imprint cost using your cut or plate regardless of quantity is only \$4.00.

WHEN WE MAKE PRINTING
PLATE FOR YOU . . .

Just send your letterhead, art or a proof of the name, logo or trademark you want imprinted and we will provide the plate. Complete cost, including typesetting, plate and imprinting regardless of quantity is only \$10.00.

Remember we cannot guarantee Christmas delivery of personalized stone crock orders received after November 25th.

GUILD CLUB CHEESE SPREADS
in stone crocks are available
throughout the year!





Our Twenty-Second Year

From: _____

PLACE
STAMP
HERE

Wisconsin *Cheese Makers* Guild



6048 West Beloit Rd., Dept. 37
Milwaukee, Wisconsin 53219

GUARANTEE

EACH GUILD GIFT PACKAGE IS GUARANTEED to be just as it is represented in our catalog. Each is guaranteed to arrive in perfect condition. In the unlikely event of shortages, only substitutions of equal or greater value will be made.

CLOSING DATES FOR CHRISTMAS DELIVERY

USA December 10th.
Overseas* November 15th.
Personalized labels for crock spreads November 25th.
Address changes after placing order December 1st.
All orders shipped for Christmas delivery unless otherwise specified.

*For Canadian, APO and FPO shipments see "Overseas and Foreign Shipments" information under "How To Order."

We furnish your personal greetings! Special cards must arrive with order! Size not over 3x5".

GIFT GREETINGS

Your name is automatically included with each package as you direct. We will use Your Personal CHRISTMAS or BUSINESS CARDS provided you send them WITH YOUR ORDER and they DO NOT EXCEED 3x5".

PERSONALIZED LABEL CROCK SHIPMENTS

FOR PERSONALIZED CROCK SHIPMENTS postpaid and f.o.b., SEE PAGES 19, 20 and 21 IN CATALOG.

ALL GIFTS ON DISPLAY

When in Milwaukee you can see all the gift selections on display at our Guild Headquarters located at 6048 West Beloit Road.

SPECIAL ASSORTMENTS

Available All Year 'Round Except November and December.

GUILD REFERENCES

American City Bank & Trust Co., Milwaukee, Wis.
Wisconsin Marine Bank, Milwaukee, Wis.
Milwaukee Association of Commerce.

**NO ADVERTISING OR PRICES ARE
INCLUDED IN ANY OF OUR PACKAGES.**

HOW TO ORDER

...sion and to assure prompt delivery at the
...sure to read directions and follow these
...instructions.

YOUR NAME AND ADDRESS

...type your name and complete address in
...on reverse side of this envelope. If you
...Firm give Company Name and have it
...horized signature of purchaser.

ORDERING INSTRUCTIONS

...type full name and address of person to
...a street address, city, state and zip code
...one on your list must have a complete
...code if known. If an address is incom-
...able at the time please leave that name
...send new order later. One incomplete
...d up your entire order.

NUMBERS AND QUANTITIES

...catalog gift numbers and quantities.

DELIVERY

...shipped for Christmas delivery unless
...sted.

DO YOU HAVE ADDITIONAL SPACE FOR ORDERING?

...ons in exactly the same manner as this
...our own letterhead or stationery and
...is envelope.

...DER PLEASE SEND CHECK PAYABLE
...CHEESE MAKERS GUILD. DO NOT
...OR CURRENCY—SORRY NO C.O.D.'s.
...REDITED FIRMS on OPEN ACCOUNT.
...e)

DO PRICES INCLUDE DELIVERY CHARGES

...clude delivery to all points in the 50
...cept for the group f.o.b., Crock ship-
...on Page 21 which are shipped freight
...on our plant in Milwaukee, Wisconsin.
...ght to ship both postpaid and f.o.b.,

DOMESTIC AND FOREIGN SHIPMENTS

...Y to the 50 United States, Canada and
...nel with APO and FPO addresses.
...PO and Canadian Shipments must be
...MBER 15th for CHRISTMAS delivery.
...MENTS—Add 20% to cost of gift for
...and handling.

...ERSEAS SHIPMENTS—add \$1.00 to
...re PAL (Parcel Air Lift) delivery. All
...subject to our GUILD GUARANTEE.

NUMBERS GUARANTEED OVERSEAS SHIPMENTS

4, 25, 32, 33, 35, 36, 37, 38, 40, 41,
53, 57, 61, 74, 84, 87, 89, 90, 411, 412,
441, 442, 463, 464, 465, 466, 467

**PROMPTLY ACKNOWLEDGED.
TO ORDER FOR YOURSELF!**

LOOK! DID YOU KEEP A LIST OF NAMES AND GIFTS ORDERED?

Wisconsin Cheese Makers Guild

6048 West Beloit Rd., Dept. 37
Milwaukee, Wisconsin 53219



GUARANTEE

EACH GUILD GIFT PACKAGE IS GUARANTEED to be just as it is represented in our catalog. Each is guaranteed to arrive in perfect condition. In the unlikely event of shortages, only substitutions of equal or greater value will be made.

CLOSING DATES FOR CHRISTMAS DELIVERY

USA December 10th.

Overseas* November 15th.

Personalized labels for crock spreads November 25th. Address changes after placing order December 1st. All orders shipped for Christmas delivery unless otherwise specified.

*For Canadian, APO and FPO shipments see "Overseas and Foreign Shipments" information under "How To Order."

We furnish your personal greetings! Special cards must arrive with order! Size not over 3x5".

GIFT GREETINGS

Your name is automatically included with each package as you direct. We will use Your Personal CHRISTMAS or BUSINESS CARDS provided you send them WITH YOUR ORDER and they DO NOT EXCEED 3x5".

PERSONALIZED LABEL, CROCK SHIPMENTS

FOR PERSONALIZED CROCK SHIPMENTS postpaid and f.o.b., SEE PAGES 19, 20 and 21 IN CATALOG.

ALL GIFTS ON DISPLAY

When in Milwaukee you can see all the gift selections on display at our Guild Headquarters located at 6048 West Beloit Road.

SPECIAL ASSORTMENTS

Available All Year 'Round Except November and December.

GUILD REFERENCES

American City Bank & Trust Co., Milwaukee, Wis.
Wisconsin Marine Bank, Milwaukee, Wis.
Milwaukee Association of Commerce.

**NO ADVERTISING OR PRICES ARE
INCLUDED IN ANY OF OUR PACKAGES.**

Our Twenty-Second Year



HOW TO ORDER

To avoid confusion and to assure prompt delivery at the desired time, be sure to read directions and follow these simple ordering instructions.

FILL IN YOUR NAME AND ADDRESS

Print clearly or type your name and complete address in space indicated on reverse side of this envelope. If you are a Business Firm give Company Name and have it signed with authorized signature of purchaser.

ORDERING INSTRUCTIONS

Print clearly or type full name and address of person to receive gift. Give street address, city, state and zip code if known. Everyone on your list must have a complete address and zip code if known. If an address is incomplete or unavailable at the time please leave that name off your list and send new order later. One incomplete address can hold up your entire order.

GIFT NUMBERS AND QUANTITIES

Always order by catalog gift numbers and quantities.

DELIVERY

All Gifts will be shipped for Christmas delivery unless otherwise instructed.

NEED ADDITIONAL SPACE FOR ORDERING?

List full instructions in exactly the same manner as this order form on your own letterhead or stationery and enclose within this envelope.

WITH YOUR ORDER PLEASE SEND CHECK PAYABLE TO WISCONSIN CHEESE MAKERS GUILD. DO NOT SEND STAMPS OR CURRENCY—SORRY NO C.O.D.'s. We ship to ACCREDITED FIRMS on OPEN ACCOUNT. (Supply Reference)

OUR PRICES INCLUDE DELIVERY CHARGES

Catalog prices include delivery to all points in the 50 United States except for the group f.o.b., Crock shipments explained on Page 21 which are shipped freight charges collect from our plant in Milwaukee, Wisconsin. We reserve the right to ship both postpaid and f.o.b., the best way.

OVERSEAS AND FOREIGN SHIPMENTS

We can SHIP ONLY to the 50 United States, Canada and to Service Personnel with APO and FPO addresses. Orders for APO, FPO and Canadian Shipments must be received by NOVEMBER 15th for CHRISTMAS delivery. CANADIAN SHIPMENTS—Add 20% to cost of gift for additional postage and handling.

APO and FPO OVERSEAS SHIPMENTS—add \$1.00 to cost of gift to assure PAL (Parcel Air Lift) delivery. All PAL Shipments subject to our GUILD GUARANTEE.

GIFT NUMBERS GUARANTEED FOR (PAL) OVERSEAS SHIPMENTS

Nos. 14, 16, 22, 24, 25, 32, 33, 35, 36, 37, 38, 40, 41, 42, 43, 47, 51, 52, 53, 57, 61, 74, 84, 87, 89, 90, 411, 412, 413, 414, 415, 422, 441, 442, 463, 464, 465, 466, 467 and 468.

**ALL ORDERS PROMPTLY ACKNOWLEDGED.
DON'T FORGET TO ORDER FOR YOURSELF!**

From: _____

Wisconsin *Cheese Makers* **Guild**



6048 West Beloit Rd., Dept. 37
Milwaukee, Wisconsin 53219

Our Twenty-Second Year



DO YOU KEEP A LIST OF NAMES AND GIFTS

Greeting to read: _____ Zip Code _____

SHIP FOR: ☐ Christmas ☐ Now Other Date _____

☐ Gift No. _____ Quantity _____ \$ _____

Ship To _____

Address _____

City _____ State _____ Zip Code _____

Greeting to read: _____

SHIP FOR: ☐ Christmas ☐ Now Other Date _____

Christmas delivery unless otherwise specified

*For Canadian APO and FPO shipments see "Overseas and Foreign Shipments" information on reverse side

We automatically furnish your personal greeting! Special cards must arrive with order! Size must not exceed 3x5"

☐ Gift No. _____ Quantity _____ \$ _____

Ship To _____

Address _____

City _____ State _____ Zip Code _____

Greeting to read: _____

SHIP FOR: ☐ Christmas ☐ Now Other Date _____

☐ Gift No. _____ Quantity _____ \$ _____

Ship To _____

Address _____

City _____ State _____ Zip Code _____

Greeting to read: _____

SHIP FOR: ☐ Christmas ☐ Now Other Date _____

☐ Gift No. _____ Quantity _____ \$ _____

Ship To _____

Address _____

City _____ State _____ Zip Code _____

Greeting to read: _____

SHIP FOR: ☐ Christmas ☐ Now Other Date _____

☐ Gift No. _____ Quantity _____ \$ _____

Ship To _____

Address _____

City _____ State _____ Zip Code _____

Greeting to read: _____

SHIP FOR: ☐ Christmas ☐ Now Other Date _____

☐ Gift No. _____ Quantity _____ \$ _____

Ship To _____

Address _____

City _____ State _____ Zip Code _____

Greeting to read: _____

SHIP FOR: ☐ Christmas ☐ Now Other Date _____

☐ Gift No. _____ Quantity _____ \$ _____

Ship To _____

Address _____

City _____ State _____ Zip Code _____

Greeting to read: _____

SHIP FOR: ☐ Christmas ☐ Now Other Date _____

ADDITIONAL NAMES MAY BE LISTED ON YOUR OWN STATIONERY AND ENCLOSED WITHIN THIS ENVELOPE!

Enclosed find check in Amount of\$ _____

Fentonamel®

FENTON LABEL CO.

CORAL & BUCKIUS STREETS
PHILADELPHIA, PA. 19124



More than 160,000 satisfied customers use

Fent-O-namel®

labels or stickers to . . .

Tell the price of an article

Show a change of price

Display a guarantee

Promote a slogan

Give directions for use

Advertise a company or product name

Highlight sales features

Address packages

Create a favorable impression

Collect past due accounts

Display their products

Give shipping instructions

Build prestige and good will

Fentonamel®

FENTON LABEL CO.

CORAL & BUCKIUS STREETS
PHILADELPHIA. PA.. 19124



7-2

└

THEODOR H NELSON

458 W 20TH ST
NEW YORK

NY 10011

Thank You
for ordering

FROM:

W7-0

┌

THEODOR H NELSON

458 W 20TH ST
NEW YORK

NY 10011

└

FIRST CLASS

PERMIT No. 1027
PHILADELPHIA, PA.

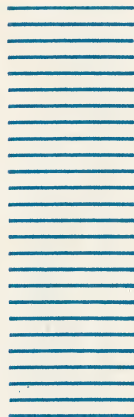
BUSINESS REPLY MAIL

No Postage Stamp Necessary if Mailed in the United States

POSTAGE WILL BE PAID BY:

FENTON LABEL CO.

CORAL & BUCKIUS STS.
PHILADELPHIA, PA. 19124



"Prestige"

GOLD-LEAF BUSINESS CARDS...



TELEPHONE NO.

YOUR CUT (OPTIONAL)

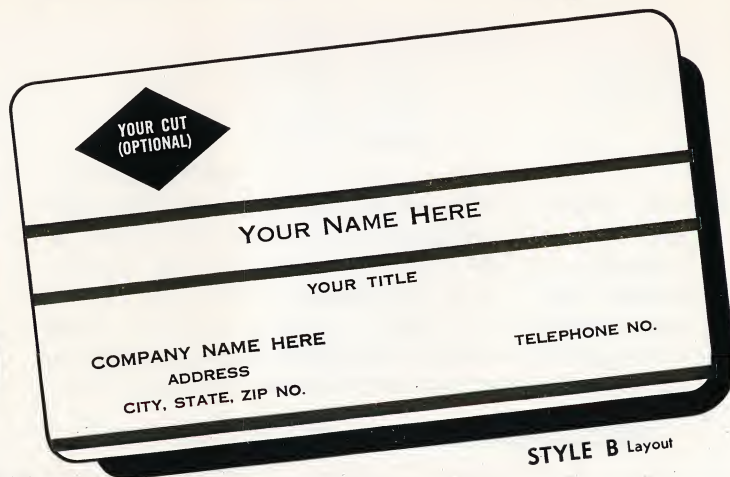
COMPANY NAME HERE

YOUR TYPE OF BUSINESS OR SLOGAN

YOUR NAME HERE
YOUR TITLE

ADDRESS
CITY, STATE, ZIP NO.

STYLE A Layout



YOUR CUT (OPTIONAL)

YOUR NAME HERE

YOUR TITLE

COMPANY NAME HERE
ADDRESS
CITY, STATE, ZIP NO.

TELEPHONE NO.

STYLE B Layout

FENTON'S EXCLUSIVE

"PRESTIGE" BUSINESS CARDS ARE TOP QUALITY WHITE KROMEKOTE, SIZE 3½" x 2" DIE-CUT, WITH GOLD-LEAF STAMPING.

YOUR CHOICE OF RED OR BLACK PRINTING WITH THE GOLD-LEAF, AND SELECTION OF STYLE "A" OR "B" LAYOUT.

OUR GUARANTEE: *Money back or new business cards if your order is not filled as you specified.*

PRICES FOR "PRESTIGE" GOLD-LEAF BUSINESS CARDS

These special prices cover business cards printed in the standard type arrangement and copperplate gothic type faces as shown in style "A" and "B" layouts on front cover. Your logo reproduced (as a one color, line-cut only) in the upper left hand corner of card is optional, at additional charge of \$8.00. 250 cards minimum order per name. Quantity prices are for cards with same name and address, etc.

250 for	\$15.00
500 for	21.00
1,000 for	33.00
2,000 @	25.00 per M
3,000 @	22.00 per M

Add Penna.
or Florida
Sales Tax

EST. 1898

FENTON LABEL CO., CORAL & BUCKIUS STS., PHILA., PA. 19124

© Fenton Label Co. 1969

ORDER YOUR SUPPLY TODAY—USE THIS HANDY FORM—Please type or print clearly.

MAIL TO—Fenton Label Co., Coral & Buckius Sts., Phila., Pa. 19124

Send us the following "Prestige" Business Cards:

☐ **STYLE "A"** ☐ **STYLE "B"** ☐ **RED & gold-leaf**
☐ **BLACK & gold-leaf**

Quantity _____ **PRINT CARDS WITH THIS COPY:**

Company Name _____

Slogan (Style "A" only) _____

Address _____

City _____ State _____ Zip Code _____

Telephone number _____

Your Name(s) _____

Your Title(s) _____

(Attach sheet for additional names)

☐ Reproduce our logo, as a one color, line-cut, on card at \$8.00 extra. Enclosed is a clear, black & white print of our cut.

— SHIP TO —

Mr. _____

Company _____

Address _____

City _____

State _____ Zip Code _____

Signature _____

Price of cards \$ _____

Cut charge \$ _____

Total Price \$ _____

Amt. Enc. \$ _____

**When check accompanies order,
we pay the shipping costs.**

... Reflect the Prestige of Your Business

Fentonamel®

**GUMMED &
PRESSURE-SENSITIVE**

LABELS

WILL WORK FOR YOU . . .

- ▶ TO IDENTIFY A PRODUCT OR PRINT SPECIFICATIONS
- ▶ TO DESCRIBE CONTENTS
- ▶ TO GIVE INSTRUCTIONS FOR USE
- ▶ TO CLASSIFY FOR STOCKING AND INVENTORY
- ▶ TO SHIP
- ▶ TO SPEED HANDLING
- ▶ TO SHOW THE PRICE
- ▶ TO DISPLAY A GUARANTEE
- ▶ TO ADVERTISE A COMPANY NAME
- ▶ TO HIGHLIGHT AN ANNIVERSARY
- ▶ TO COLLECT ACCOUNTS AND
A HUNDRED OTHER PROFITABLE USES

OUR GUARANTEE . . .

You get your money back or new labels if your order isn't filled exactly as you specified. As we send no proof, we guarantee labels to be typographically correct.

**IF YOU SEND YOUR CHECK WITH ORDER,
WE PAY SHIPPING CHARGES.**

ESTABLISHED 1898

FENTON LABEL CO.

CORAL & BUCKIUS STS.
PHILADELPHIA, PA. 19124

PRICES SUBJECT TO CHANGE WITHOUT NOTICE

MADE-TO-ORDER

Fenton Labels®

GUMMED AND



No. T-2621 Group 15



No. 1631 Group 12



No. 941 Group 12



No. 1203 Group 13



No. 1437
Group 13



No. 460 Group 12



No. T-761 Group 13



No. T-2168
Group 16



1-1/2 x 3/4" Group 52



No. 1279 Group 14



No. 1437 Group 13



No. 612 Group 12



No. 227 Group 13



No. 676
Group 14



No. 1224
Group 13



No. 980 Group 15



No. 164 Group 12



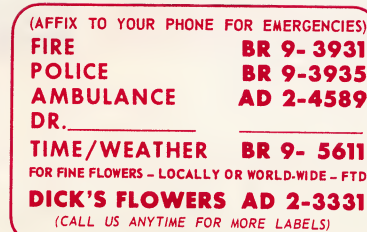
No. 112 Group 12



No. T-608 Group 15



No. 1575 Group 13



No. 1461 Group 13



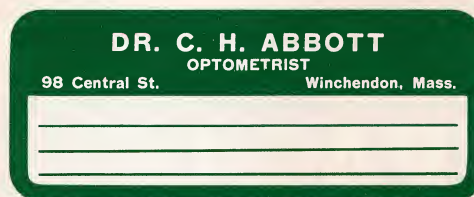
FENTON LABEL CO.

CORAL & BUCKIUS STS., PHILADELPHIA, PA. 19124

LABELS



No. 1437
Group 13



No. 1120 Group 13



4 x 3



No. 304 Group 16



1/2 x 3/4" Group 52



No. 227 Group 13



No. 446 Group 11



No. 164 Group 12



No. 457 Group 13



No. 1190 Group 18

THESE PRICES ARE FOR MADE-TO-ORDER LABELS PRINTED IN

REGULAR indicates the price for Red, Blue, Green, or Black ink on white paper.
DELUXE indicates the price for Blue-black ink on Gold or Platinum paper.
FOIL indicates the price for Blue-black ink on Shiny Gold or Silver paper.

Please order by number under label, which denotes the size and shape.

These prices cover only labels printed in one color as specified. On new or previously made, there is a \$3.00 type set-up charge. Our prices cover six standard types. Special style type, art work, reproductions, curved lettering or additional illustration, copy arrangement, or a white panel as shown on our samples. For other sizes, papers, roll style, multi-color, ungummed labels or larger quantities, prices are subject to change at any time.

These low prices are subject to change at any time.

SUBJECT TO PENNA. OR FLA. SALES TAX

LABELS PRINTED ON GUMMED PAPER:

(all prices are per thousand labels)

Price Group (shown under sample)	1,000	3,000	6,000	12,000
11 REGULAR	\$ 9.25	\$ 3.95	\$ 3.10	\$ 2.35
11 DELUXE	14.00	5.90	4.45	3.40
11 FOIL	15.40	7.20	5.85	4.75
12 REGULAR	\$10.60	\$ 4.50	\$ 3.40	\$ 2.75
52 REGULAR	8.95	3.90	2.85	2.20
12 or 52 DELUXE	15.30	7.10	5.20	4.05
12 or 52 FOIL	16.65	8.40	6.55	5.40
13 REGULAR	\$11.60	\$ 5.00	\$ 3.85	\$ 3.10
53 REGULAR	9.90	4.10	3.10	2.35
13 or 53 DELUXE	17.25	7.60	5.95	4.45
13 or 53 FOIL	18.60	8.90	7.25	5.85
14 REGULAR	\$13.25	\$ 5.40	\$ 4.25	\$ 3.30
14 DELUXE	19.30	8.50	6.45	4.85
14 FOIL	20.90	10.05	7.95	6.50
15 REGULAR	\$14.45	\$ 6.20	\$ 4.65	\$ 3.55
15 DELUXE	22.50	9.75	7.10	5.30
15 FOIL	24.45	11.70	9.05	7.25
16 REGULAR	\$15.65	\$ 6.70	\$ 5.15	\$ 3.95
16 DELUXE	24.00	10.50	7.75	5.75
16 FOIL	26.40	12.85	10.10	8.10
18 REGULAR	\$17.85	\$ 7.65	\$ 5.95	\$ 4.60
18 DELUXE	27.15	11.55	8.70	6.55
18 FOIL	30.35	14.75	11.95	9.75

LABELS PRINTED ON PLAIN PAPER:

(all prices are per thousand labels)

Price Group (shown under sample)	1,000	3,000	6,000	12,000
11 REGULAR	\$ 9.25	\$ 3.95	\$ 3.10	\$ 2.35
11 DELUXE	14.00	5.90	4.45	3.40
11 FOIL	15.40	7.20	5.85	4.75
12 or 52 REGULAR	\$10.60	\$ 4.50	\$ 3.40	\$ 2.75
12 or 52 DELUXE	8.95	3.90	2.85	2.20
12 or 52 FOIL	15.30	7.10	5.20	4.05
13 or 53 REGULAR	\$11.60	\$ 5.00	\$ 3.85	\$ 3.10
13 or 53 DELUXE	9.90	4.10	3.10	2.35
13 or 53 FOIL	17.25	7.60	5.95	4.45
14 REGULAR	\$13.25	\$ 5.40	\$ 4.25	\$ 3.30
14 DELUXE	19.30	8.50	6.45	4.85
14 FOIL	20.90	10.05	7.95	6.50
15 REGULAR	\$14.45	\$ 6.20	\$ 4.65	\$ 3.55
15 DELUXE	22.50	9.75	7.10	5.30
15 FOIL	24.45	11.70	9.05	7.25
16 REGULAR	\$15.65	\$ 6.70	\$ 5.15	\$ 3.95
16 DELUXE	24.00	10.50	7.75	5.75
16 FOIL	26.40	12.85	10.10	8.10
18 REGULAR	\$17.85	\$ 7.65	\$ 5.95	\$ 4.60
18 DELUXE	27.15	11.55	8.70	6.55
18 FOIL	30.35	14.75	11.95	9.75

PRESSURE-SENSITIVE LABELS

TT

hendon, Mass.

WE RECOMMEND THIS POSE FOR A FINE OIL PORTRAIT

LeCLEAR

PHOTOGRAPHERS AND
CAMERA SHOP

3026 E. MICHIGAN AVE.
LANSING

4 x 3/4" Group 53

FOR MADE-TO-ORDER LABELS PRINTED WITH YOUR COPY.

indicates the price for Red, Blue, Green, or Black ink on white paper.

indicates the price for Blue-black ink on Gold or Platinum Tint paper.

es the price for Blue-black ink on Shiny Gold or Silver foil.

der label, which denotes the size and shape.

Labels printed in one color as specified. On new orders, or a change on a label we
\$3.00 type set-up charge. Our prices cover six straight lines of copy in our standard
work, reproductions, curved lettering or additional lines of copy at cost. If you want
gement, or a white panel as shown on our samples, please specify when ordering.

style, multi-color, ungummed labels or larger quantities, write for prices.

to change at any time.

SUBJECT TO PENNA. OR FLA. SALES TAX

12-1-69

GUMMED PAPER:

(thousand labels)

3,000	6,000	12,000
\$ 3.95	\$ 3.10	\$ 2.35
5.90	4.45	3.40
7.20	5.85	4.75
\$ 4.50	\$ 3.40	\$ 2.75
3.90	2.85	2.20
7.10	5.20	4.05
8.40	6.55	5.40
\$ 5.00	\$ 3.85	\$ 3.10
4.10	3.10	2.35
7.60	5.95	4.45
8.90	7.25	5.85
\$ 5.40	\$ 4.25	\$ 3.30
8.50	6.45	4.85
10.05	7.95	6.50
\$ 6.20	\$ 4.65	\$ 3.55
9.75	7.10	5.30
11.70	9.05	7.25
\$ 6.70	\$ 5.15	\$ 3.95
10.50	7.75	5.75
12.85	10.10	8.10
\$ 7.65	\$ 5.95	\$ 4.60
11.55	8.70	6.55
14.75	11.95	9.75

LABELS PRINTED ON PRESSURE-SENSITIVE PAPER:

(all prices are per thousand labels)

Price Group (shown under sample)	1,000	3,000	6,000	12,000
11 REGULAR	\$12.00	\$ 6.25	\$ 4.45	\$ 3.65
11 DELUXE	15.75	8.05	5.70	4.55
11 FOIL	18.50	9.25	6.95	5.75
12 or 52 REGULAR	\$13.00	\$ 7.05	\$ 5.55	\$ 4.50
12 or 52 DELUXE	18.35	9.40	7.20	5.70
12 or 52 FOIL	21.20	10.60	8.40	6.95
13 or 53 REGULAR	\$15.20	\$ 8.05	\$ 6.50	\$ 5.35
13 or 53 DELUXE	20.70	10.35	8.35	6.60
13 or 53 FOIL	23.10	11.55	9.55	7.60
14 REGULAR	\$18.70	\$10.45	\$ 8.25	\$ 6.70
14 DELUXE	26.60	13.30	9.50	8.00
14 FOIL	29.40	14.70	9.90	8.80
15 REGULAR	\$19.80	\$11.75	\$ 9.55	\$ 7.60
15 DELUXE	29.90	14.95	10.05	8.90
15 FOIL	33.50	16.75	10.80	9.80
16 REGULAR	\$20.90	\$12.65	\$ 9.85	\$ 8.05
16 DELUXE	32.20	16.10	10.90	9.00
16 FOIL	34.30	17.15	11.85	9.95
18 REGULAR	\$24.20	\$15.35	\$14.20	\$10.45
18 DELUXE	37.80	18.30	15.10	11.20
18 FOIL	38.50	19.25	15.80	11.90

FENTON

MULTI-COLOR LABELS



No. T-1503 Group 14



No. 840 Group 13



No. T-3456 Group 12



No. T-3141
Group 14

WRITE FOR PRICES
ON LABELS PRINTED
IN TWO COLORS



No. 1733 Group 14



No. T-2542 Group 15

BUSINESS

FENTON LABEL CO.

CORAL & BUCKIUS STS., PHILADELPHIA, PA. 19124

Fent-O-seal®

STOCK PRESSURE-SENSITIVE LABELS

Write for Folder Showing Other Sizes and Stock Wordings.

PS 1004 B

PS 1007 B

PS 1141 B

PS 1138 B
3/4" ROUND

PS 1132 B

PS 1049 B

PS 1105 B

LABELS
SHOWN
ACTUAL
SIZE

BLANK LABELS — ON SHEETS

(all prices are per thousand labels)

Label Number and Size	1,000	5,000	10,000
PS-1004-B 1 x 3/4"	\$2.00	\$1.75	\$1.60
PS-1007-B 1 1/2 x 1"	4.20	3.15	2.80
PS-1049-B 1 1/2 x 3/4"	2.95	2.65	2.20
PS-1105-B 7/8 x 5/8"	1.65	1.50	1.30
PS-1132-B 1 1/4 x 5/8"	1.85	1.65	1.45
PS-1138-B 3/4" round	1.85	1.65	1.45
PS-1141-B 3 x 1 1/2"	7.15	6.05	4.60

SUBJECT TO PENNA. OR FLA. SALES TAX

REDUCED
FOR QUICK SALE

Only

PS 1014 R

PRICE

PS 1004 PR

Sale

PS 1077 S

Price

SPECIAL

PS 1014 S

TODAY

These Stock Labels Furnished in Rolls only, in the copy and size shown.

(all prices are per thousand labels)

Label Number and Size	1,000	5,000	10,000
PS-1004-PR 1 x 3/4"	\$3.05	\$2.65	\$2.30
PS-1014-R or S 1 1/2 x 1"	3.40	3.10	2.70
PS-1077-S 3/4" round	2.95	2.55	2.25

SUBJECT TO PENNA. OR FLA. SALES TAX

PLEASE ORDER BY NUMBER

MINIMUM ORDER \$7.00

Fent Unamel®

STOCK ANNIVERSARY LABELS

USE ON YOUR
LETTERS,
ENVELOPES,
PACKAGES,
ETC.

No. AN-742

ACTUAL
SIZE



**GUMMED
OR
PRESSURE
SENSITIVE**

MADE WITH
ANY
ANNIVERSARY
YOU
WANT

Shipped from Stock in Your Choice of Colors & Adhesive as Follows;
Red, Blue, or Green with White Lettering:

Gummed

1,000 for \$6.55 3,000 @ \$3.75 per M 5,000 @ \$3.60 per M

Pressure-Sensitive

1,000 for \$6.95 3,000 @ \$4.40 per M 5,000 @ \$4.20 per M

Deluxe Gold or Platinum with Blue-Black Lettering:

Gummed

1,000 for \$7.00 3,000 @ \$4.55 per M 5,000 @ \$4.30 per M

Pressure-Sensitive

1,000 for \$7.25 3,000 @ \$5.20 per M 5,000 @ \$4.85 per M

Shiny Gold or Silver Foil with Blue-Black Lettering:

Gummed

1,000 for \$7.20 3,000 @ \$4.90 per M 5,000 @ \$4.55 per M

Pressure-Sensitive

1,000 for \$7.65 3,000 @ \$5.40 per M 5,000 @ \$5.10 per M

SUBJECT TO PENNA. OR FLA. SALES TAX

Specify Anniversary & Color

Minimum Order—\$7.00

Fent-O-foil®



No. AN-25

ACTUAL
SIZE



No. AN-50

These Stock Labels Supplied Only with Wording Shown,
Printed with **Blue-Black Lettering on Shiny Foil.**
Your Choice of Silver Foil 25th Anniversary, or Gold Foil
Golden Anniversary:

Gummed

1,000 for \$7.20 3,000 @ \$4.90 per M 5,000 @ \$4.55 per M

Pressure-Sensitive

1,000 for \$7.65 3,000 @ \$5.40 per M 5,000 @ \$5.10 per M

SUBJECT TO PENNA. OR FLA. SALES TAX

Minimum Order—1,000 Labels

WRITE FOR PRICES OF MADE-TO-ORDER ANNIVERSARY LABELS.

Send for Leaflet Showing

FRAGILE HANDLE

RED ONLY

NO. SA 1033—VIA AIR
NO. SA 166—AIR MAIL
NO. SA 1040—C.O.D.
NO. SA 152—DO NOT
NO. SA 203—DO NOT
NO. SA 146—EMPLOY
NO. SA 1048—FIRST C
NO. SA 179—FRAGILE
NO. SA 177—FRAGILE
NO. SA 1045—FRAGILE
NO. SA 1036—GLASS
NO. SA 202—GLASS—
NO. SA 204—HANDLE
NO. SA 149—IMPORT
NO. SA 1047—INVOICE
NO. SA 193—KEEP D
NO. SA 165—KEEP F
NO. SA 1213—LAY-AWA
NO. SA 1527—LIBRAR
NO. SA 1046—PACKIN
NO. SA 199—PERISH
NO. SA 1039—PHOTO
NO. SA 1028—REMOV
NO. SA 197—RUSH*
NO. SA 158—SEE IN
NO. SA 157—SPECIA
NO. SA 1022—SPECIA
NO. SA 2010—SPECIA
NO. SA 1482—SPECIA
NO. SA 1043—SPECIA
NO. SA 1178—SPECIA
NO. SA 182—SPECIA
NO. SA 196—THIS S
NO. SA 156—TO-DAY
NO. SA 1035—URGEN
NO. SA 153—WILL CA

* With White Blank Pan

GUMMED LABELS: (all price

1,000 for \$2.00 3,000 @

PRESSURE-SENSITIVE LABELS:

1,000 for \$3.20 3,000 @

PRICES APPLY ONLY IF COPIES
LABELS MAY BE ASSORTED IN
PLEASE ORDER BY NUMBER

FENTON LABEL CO.

LABELS THAT REFLECT THE PRESTIGE OF YOUR BUSINESS

Fent Unamel®

STOCK SHIPPERS TIME-SAVERS

Send for Leaflet Showing Additional Copies Carried in Stock.

FRAGILE HANDLE WITH CARE

Fent Unamel
PHILA.

RED ONLY

GUMMED OR
PRESSURE-SENSITIVE

ACTUAL SIZE

NO. SA 1033—VIA AIR PARCEL POST
NO. SA 166—AIR MAIL
NO. SA 1040—C.O.D.
NO. SA 152—DO NOT BEND
NO. SA 203—DO NOT CRUSH
NO. SA 146—EMPLOYEE PARCEL O.K.*
NO. SA 1048—FIRST CLASS MAIL
NO. SA 179—FRAGILE
NO. SA 177—FRAGILE—HANDLE WITH CARE
NO. SA 1045—FRAGILE—LIQUID
NO. SA 1036—GLASS
NO. SA 202—GLASS—HANDLE WITH CARE
NO. SA 204—HANDLE WITH CARE
NO. SA 149—IMPORTANT—GIVE SPECIAL ATTENTION
NO. SA 1047—INVOICE ENCLOSED
NO. SA 193—KEEP DRY
NO. SA 165—KEEP FROM FREEZING
NO. SA 1213—LAY-AWAY
NO. SA 1527—LIBRARY RATE
NO. SA 1046—PACKING SLIP ENCLOSED
NO. SA 199—PERISHABLE
NO. SA 1039—PHOTOGRAPHS—DO NOT BEND
NO. SA 1028—REMOVE PRICE—PACK AS GIFT
NO. SA 197—RUSH*
NO. SA 158—SEE INVOICE INSIDE
NO. SA 157—SPECIAL*
NO. SA 1022—SPECIAL DELIVERY
NO. SA 2010—SPECIAL FOURTH CLASS RATE—BOOKS
NO. SA 1482—SPECIAL FOURTH CLASS RATE—16MM FILMS
NO. SA 1043—SPECIAL HANDLING
NO. SA 1178—SPECIAL INSTRUCTIONS*
NO. SA 182—SPECIAL O.K.'D BY*
NO. SA 196—THIS SIDE UP
NO. SA 156—TO-DAY
NO. SA 1035—URGENT
NO. SA 153—WILL CALL*

* With White Blank Panel.

GUMMED LABELS: (all prices are per thousand labels)
1,000 for \$2.00 3,000 @ \$1.65 5,000 @ \$1.40 10,000 @ \$1.30
PRESSURE-SENSITIVE LABELS:
1,000 for \$3.20 3,000 @ \$2.95 5,000 @ \$2.85 10,000 @ \$2.50

PRICES APPLY ONLY IF COPIES ARE ORDERED IN EVEN THOUSAND LOTS.
LABELS MAY BE ASSORTED IN EVEN HUNDREDS AT \$7.00 PER THOUSAND.
PLEASE ORDER BY NUMBER MINIMUM ORDER \$7.00

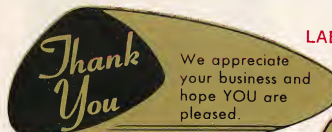
THE PRESTIGE OF YOUR BUSINESS

Fent-O-foil®

STOCK COLLECTION STICKERS

BLUE-BLACK INK ON YOUR CHOICE OF
SHINY GOLD OR SILVER FOIL.

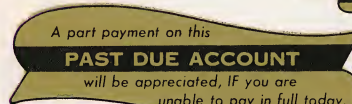
LABELS SHOWN IN REDUCED SIZE



CF-307 (2-1/4 x 15/16")



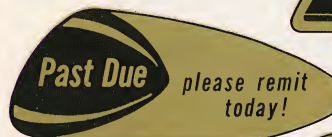
CF-306 (2-3/8 x 13/16")



CF-303 (2-3/8 x 13/16")



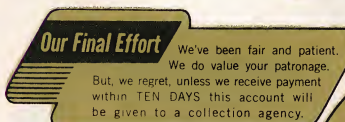
CF-305 (2-3/8 x 13/16")



CF-308 (2-1/4 x 15/16")



CF-302 (2-3/8 x 13/16")



CF-304 (2-3/8 x 13/16")



CF-310 (2-1/4 x 15/16")



CF-309 (2-1/4 x 15/16")



CF-301 (2-3/8 x 13/16")

(all prices are per thousand labels)

GUMMED LABELS:
1,000 for \$7.75 3,000 @ \$6.20 5,000 @ \$5.50 10,000 @ \$4.80

PRESSURE-SENSITIVE LABELS:
1,000 for \$9.30 3,000 @ \$7.25 5,000 @ \$6.70 10,000 @ \$5.95
SUBJECT TO PENNA. OR FLA. SALES TAX

PRICES APPLY ONLY IF COPIES ARE ORDERED IN EVEN THOUSAND LOTS.
LABELS MAY BE ASSORTED IN EVEN HUNDREDS AT \$8.00 PER THOUSAND
FOR GUMMED LABELS, \$10.00 PER THOUSAND FOR PRESSURE-SENSITIVE LABELS.

PLEASE ORDER BY NUMBER, COLOR AND GUMMING.

FENTON LABEL CO.

F

ADD

CHOICE OF RED,

HERSHEY

19 EA

HERSHEY

FORWARD

(all prices are per
for type set-up.

GUMMED ADDRESSING

1,000 for \$9.50 3

PRESSURE-SENSITIVE

1,000 for \$23.35 3

Specify if you prefer F

and styles. Write for A

GUMMED STOCK

RUSH

No. M-16

INSURE

No. M-10

REGISTER

Mail

No. M-18

(all

GUMMED LABELS (Choi

1,000 for \$1.75 3

PRESSURE-SENSITIVE

1,000 for \$3.30 3

PRICES APPLY ONLY IF

LABELS MAY BE ASSO

Please Order by Number

CORAL & BUCK

il®

STICKERS

CHOICE OF
VER FOIL.

OWN IN REDUCED SIZE

YOU FIND IT INCONVENIENT

its account in full just now—a pay
account would indicate good inten-
will be greatly appreciated.

306 (2-3/8 x 13/16")

ANY
ON

ABOUT THIS ACCOUNT?

IF SO, PLEASE LET US KNOW.
IF NOT, PLEASE SEND
CHECK TODAY

305 (2-3/8 x 13/16")

Payment

BE VERY MUCH APPRECIATED.

CF-302 (2-3/8 x 13/16")

HAVE YOU
FORGOTTEN US

310 (2-1/4 x 15/16")

"Thank You"

01 (2-3/8 x 13/16")

(labels)

\$5.50 10,000 @ \$4.80

\$6.70 10,000 @ \$5.95

SALES TAX

IN EVEN THOUSAND LOTS.
AT \$8.00 PER THOUSAND
PRESSURE-SENSITIVE LABELS.

D GUMMING.

BEL CO.

Fentonamel®

ADDRESSING LABELS

CHOICE OF RED, BLUE, GREEN, OR BLACK ON WHITE PAPER

FROM
HERSHEY CHOCOLATE CORP.

19 EAST CHOCOLATE AVENUE
HERSHEY, PENNSYLVANIA 17033

FORWARDING AND RETURN POSTAGE GUARANTEED

No. 111, 4 x 2 1/2"

SHOWN IN REDUCED SIZE

CONTENTS-MERCHANDISE

Fentonamel
PHILA.

(all prices are per thousand labels) On the initial order, add \$3.00
for type set-up.

GUMMED ADDRESSING LABELS:

1,000 for \$9.50 3,000 @ \$4.20 6,000 @ \$3.45 12,000 @ \$2.95

PRESSURE-SENSITIVE (SPLIT-BACK) LABELS:

1,000 for \$23.35 3,000 @ \$14.90 6,000 @ \$13.15 12,000 @ \$10.30

Specify if you prefer FIRST CLASS MAIL. Addressing Labels made in many sizes
and styles. Write for Addressing Labels catalog and prices.

**GUMMED OR PRESSURE-SENSITIVE
STOCK MAILING LABELS**



No. M-16



No. M-12



No. M-10



No. M-13



No. M-18



No. M-15

(all prices are per thousand labels)

GUMMED LABELS (Choice of Red or Blue):

1,000 for \$1.75 3,000 @ \$1.60 5,000 @ \$1.35 10,000 @ \$1.20

PRESSURE-SENSITIVE labels (Printed in Color as Shown).

1,000 for \$3.30 3,000 @ \$3.05 5,000 @ \$2.85 10,000 @ \$2.55

PRICES APPLY ONLY IF COPIES ARE ORDERED IN EVEN THOUSAND LOTS.
LABELS MAY BE ASSORTED IN EVEN HUNDREDS AT \$7.00 PER THOUSAND
Please Order by Number Specify Color, Paper & Quantity Minimum Order \$7.00

Fentonamel®

**GUMMED &
PRESSURE-SENSITIVE**

LABELS

WILL WORK FOR YOU . . .

- ▶ TO IDENTIFY A PRODUCT OR PRINT SPECIFICATIONS
- ▶ TO DESCRIBE CONTENTS
- ▶ TO GIVE INSTRUCTIONS FOR USE
- ▶ TO CLASSIFY FOR STOCKING AND INVENTORY
- ▶ TO SHIP
- ▶ TO SPEED HANDLING
- ▶ TO SHOW THE PRICE
- ▶ TO DISPLAY A GUARANTEE
- ▶ TO ADVERTISE A COMPANY NAME
- ▶ TO HIGHLIGHT AN ANNIVERSARY
- ▶ TO COLLECT ACCOUNTS AND A HUNDRED OTHER PROFITABLE USES

OUR GUARANTEE . . .

You get your money back or new labels if your order
isn't filled exactly as you specified. As we send no
proof, we guarantee labels to be typographically
correct.

**IF YOU SEND YOUR CHECK WITH ORDER,
WE PAY SHIPPING CHARGES.**

ESTABLISHED 1898

FENTON LABEL CO.

CORAL & BUCKIUS STS.
PHILADELPHIA, PA. 19124

PRICES SUBJECT TO CHANGE WITHOUT NOTICE

CORAL & BUCKIUS STS., PHILADELPHIA, PA. 19124

© FENTON LABEL CO. 1970

Order these sheets of Christmas Seals from

FENTON LABEL CO.

Coral & Buckius Sts., Phila., Pa. 19124

Printed in Red and Green Inks as this Sample

ON WHITE KROMEKOTE PRESSURE-SENSITIVE PAPER

100 sheets for	\$ 8.50
300 sheets for	21.00
500 sheets for	31.00

ON GOLD FOIL PRESSURE-SENSITIVE

100 sheets for	\$ 9.50
300 sheets for	24.00
500 sheets for	36.00



Merry Christmas



To



From

DO NOT OPEN 'TILL XMAS



FENT-O-SEAL PRESSURE-SENSITIVE LABELS. TO REMOVE, BEND SHEET AT LABEL AND PEEL OFF.

MFD. BY FENTON LABEL CO., PHILA., PA. 19124

SATIN CLOTH, PRESSURE-SENSITIVE NAME BADGES

(shown in miniature, actual size 3½ x 2¼")



No. NB 200



No. NB 300



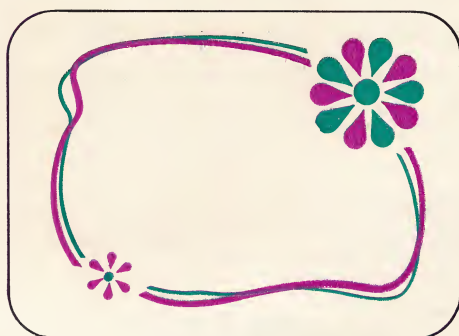
No. NB 400

Fenton's lustrous satin cloth name badges give you the ultimate in beautiful, effective identification. Highly flexible, they conform to the contour of dress or suit. The special formulated adhesive is self-sticking and won't harm clothing - simply peel-off backing and apply. And they're easy to write or type on.

ORDER YOUR SUPPLY TODAY. Handy order form and prices on back panel.



No. NB 500



No. NB 600

Satin cloth, pressure-sensitive badges or labels made-to-order in any size, shape or colors. Write for prices.

OUR GUARANTEE: Money back or new badges if order is not filled as you specified.

City _____ State _____ Zip Code _____

Address _____

Ship & Bill to _____

☐ Check Enc. \$ _____ WHEN CHECK ACCOMPANIES ORDER

WE PAY SHIPPING COSTS.

TOTAL \$ _____

Add Pa. or Fla. Sales Tax _____

Sub-Total \$ _____

Style No.	Quantity	Unit Price	Total
100 @ 7¢ ea.			
200 @ 6¢ ea.			
300 @ 5¢ ea.			
500 @ 4¢ ea.			
1 M @ 3¢ ea.			
2 M @ 2¢ ea.			
3 M & over @ 1½¢ ea.			

MINIMUM ORDER \$7.00

PRICES PER ITEM

Send us the following Satin Cloth, pressure-sensitive, Name Badges:

Date _____

Mail to FENTON LABEL CO., Coral & Buckius Sts., Phila., Pa. 19124

HANDY ORDER FORM

NEW! SATIN CLOTH NAME BADGES

beautiful • flexible • self-sticking!



FENTON LABEL CO.
Coral & Buckius Sts., Phila., Pa. 19124

No. NB 100 (Actual Size)

SEE ATTRACTIVE, FUNCTIONAL
DESIGNS INSIDE FOLDER.



**SAVE TIME AND AVOID ERRORS IN IMPORTANT
MESSAGES WITH THESE INDISPENSABLE
TELEPHONE MEMOS**

FREE! DeLuxe MEMO HOLDER WITH YOUR FIRST ORDER

Please rush to us the following quantity of 5" x 4" Telephone Memos,
as shown above, printed in black and orange on quality white bond:

- | | | |
|---|---|--|
| <input type="checkbox"/> 500 for \$6.90 | <input type="checkbox"/> 2,000 @ \$6.35 per M | <input type="checkbox"/> 5,000 @ \$5.00 per M |
| <input type="checkbox"/> 1,000 for \$8.40 | <input type="checkbox"/> 3,000 @ \$5.70 per M | <input type="checkbox"/> 10,000 @ \$4.50 per M |

Add Penna. Sales Tax

PADDED IN 100'S

WHEN CHECK ACCOMPANIES ORDER, WE PAY SHIPPING COSTS.

SHIP TO —

Name _____

W7 0

Address _____

City _____ State _____ Zip Code _____

MAIL TO — FENTON LABEL CO. CORAL & BUCKIUS STS., PHILA., PA. 19124

OUR GUARANTEE: Money back or new memos if order is not filled exactly as you specified.

COPYRIGHT 1969 FENTON LABEL CO., PHILA., PA.



TO _____

TIME _____ DATE _____

While you were out

MR. _____

OF _____

TELEPHONED	<input type="checkbox"/>
PLEASE CALL HIM	<input type="checkbox"/>
WILL CALL AGAIN	<input type="checkbox"/>
STOPPED IN	<input type="checkbox"/>
SEE HIM	<input type="checkbox"/>

TELEPHONE NUMBER

TIME _____ DATE _____

MESSAGE:

Personalized EXECUTIVE MEMOS

SAVE TIME ! INCREASE EFFICIENCY ! ADD PRESTIGE !

Choice of 3 different styles. Made in sizes 5"x4" and 5"x8"

Memo TO _____
FROM
ROBERT T. MACKEN

Style "D"

MACKEN REAL ESTATE CO.

MEMO
FROM THE DESK OF

CHARLES E. ALDEN

Jo

Style "R"

MARSHALL COMPANY, INC.

FROM THE DESK OF
DANIEL S. BRONSON

Style "H"

RELIABLE INSURANCE CO.

These distinctive, personalized executive-type memos command attention and lend importance to your notes and instructions. Avoid errors in communications!

Your name and firm name custom printed in attractive aqua-marine blue ink on every sheet of the memo style and size you select. Fine grade of 20 pound white bond paper. Padded in 100's.

Order a supply for yourself and each member of your staff. Make excellent gifts for your customers and friends.

**QUANTITY PRICES ARE FOR MEMOS
WITH SAME NAME & ADDRESS, ETC.**

QUANTITY (in sheets)	5 x 4 SIZE	5 x 8 SIZE
500	\$6.90	\$10.25
1,000	8.40	11.75
2,000	6.35 per M	8.60 per M
3,000	5.70 per M	7.10 per M
5,000	5.00 per M	5.80 per M

500 SHEETS MINIMUM OF EACH STYLE. COPY OR SIZE.

Add Penna. or Florida Sales Tax

EST. 1898 FENTON LABEL CO., CORAL & BUCKIUS STS., PHILA., PA. 19124

ORDER YOUR MEMOS TODAY!

Mail to FENTON LABEL CO., Coral & Buckius Sts., Phila., Pa. 19124

RUSH OUR ORDER FOR:

☐ 5" x 4" Quantity_____ ☐ 5" x 8" Quantity_____

Personalized MEMOS at \$_____ ☐ Check Enc.

WHEN CHECK ACCOMPANIES ORDER, WE PAY SHIPPING COSTS.

SHIP TO:

Signature

I prefer Style:

At TOP of memo print following name:

Imprint at BOTTOM should read as follows:

☐ NO imprint desired at bottom of memo.

OUR GUARANTEE: Money back or new memos if order is not filled exactly as you specified.

FENTON LABEL CO.



CORAL & BUCKIUS STS.
PHILADELPHIA, PA. 19124

LABEL IT - AND YOU MAKE IT IMPORTANT!

The right label can change a so-so product into a sales success.

The right label can make friends for you, collect accounts, speed your shipments, cut costs, prevent accidents, identify inventory - and keep you in profitable touch with customers, prospects and employees.

The right label, even in small quantities, is not expensive. By combining your order with dozens of others in gang press runs, Fenton brings you superb FENT-ONAMEL labels - top quality coated paper, full-bodied inks and superb adhesive - all at volume buyer prices. Even small orders get big order treatment at Fenton - and you save money.

A colorful FENT-ONAMEL label gets attention fast - speaks well for you 24 hours a day - and at less cost than you are now paying. Join Fenton's cost cutting press runs and you can have an outstanding label at a sensible price.

Do this today Select one of the sizes shown in the enclosed folder with your own copy.

. Or use the enclosed envelope to send samples of labels you are now using. State quantity and you will have a prompt quotation.

The right label at the right price can add importance to your message. Fenton delivers labels you can be proud of, at a cost you'll find surprisingly low. 160,000 satisfied customers say you'll be mighty pleased.

Sincerely,

FENTON LABEL CO.

AU:as

Labels that Reflect the Prestige of Your Business

mti®

57 Dodge Avenue

North Haven, Conn. 06473



J NELSON PRES
NELSON ORGANIZATION INC
458 W 20
NEW YORK NY 10011

to solve your L³ TV camera problems MTI IS WORKING IN THE DARK!

(and we've been doing it since 1957)

Plumbicon*
Vidicon
IR Vidicon
UV Vidicon
Silicon—Matrix Vidicon
Image Orthicon
Image Isocon



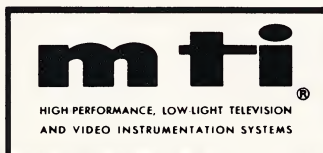
MTI, the acknowledged leader in low-light sensitive TV cameras, can now supply L³TV cameras for just about any application you have. And MTI cameras aren't limited to the visible spectrum. We also have off-the-shelf models to meet any of your spectral requirements from IR to UV.

In addition, MTI's on-going development programs are resulting in specialized cameras and techniques which will meet your future application requirements.

MTI continues to work in the dark in order that you won't have to.

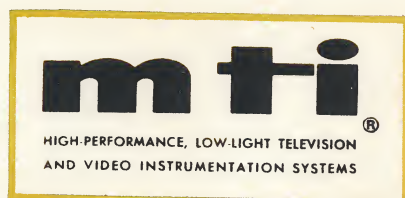
For complete information write MTI Division, Electronic Futures, Inc., 57 Dodge Avenue, North Haven, Conn. 06473. Tel 203/239-5341 or see us at Booth 913 Electro-Optics/East for a personal discussion of your particular application.

*Registered Trademark N.V. Philips of Holland



ELECTRONIC FUTURES, INC.

NORTH HAVEN, CONNECTICUT, 06473, U.S.A.
Telephone: 203/239-5341



ELECTRONIC FUTURES, INC.

57 Dodge Avenue

NORTH HAVEN, CONNECTICUT, 06473, U.S.A.

Telephone: 203/239-5341

At EOS/EAST, September 14-16, Booth 913

You Will See

L³TV CAMERAS AT WORK

Booth 913, the MTI booth will provide a showcase for these operating cameras!

The SC-21 Silicon Matrix Camera - highly sensitive with peak response in the Near IR and non-stick, low lag response.

The VC-21 Vidicon Camera - a high performance, general purpose unit which meets the stringent demands of scientific, medical and industrial applications; target voltage automatically adjusted over dynamic range of 20,000:1.

The SC-100 self-contained Silicon Matrix Camera - versatile, reliable and moderately priced.

While at EOS/East, stop by Booth 913 and see why MTI is the acknowledged leader in low light level television cameras and systems. Talk to MTI engineers and learn how they can help you solve your application problems.

Or, if you can't make the show, drop us a line describing your application. Our staff will be glad to provide you with the information you need with no obligation on your part.

Hoping to see you in New York.

Very truly yours,

S. L. Thomas
Director of Marketing

"NITLER"

10¢

suggested
donation

by MO





"N I T I

10¢

suggested
donation



Most of the kids we found wandering all over Europe were Americans and British, and they are virtually evacuating their own countries like sinking ships! --And you know the attitude of the kids we ran into abroad? --regarding possibilities of Revolution in America? They are the refugees, who see it coming, who see it's absolutely going to be a massacre, a hopeless Revolution, it is totally suicidal, and they don't want to get caught in it!

Let's say the little Hitler got back in next year by hook and crook, and violent revolution, and suppression and repression to keep law and order, and got all the internal problems solved by dictatorship, then what's going to be their next major concern? Having slaughtered the hippies, and the Commies, and the radicals, and put all these religious Jesus Freaks in concentration camps for insane, then what's going to be their next major concern?

Well, what's every dictator's next major concern? After he's got his own country in the bag and under control, what's his next concern? Then, in order to preserve his power and to preserve his dictatorship, he had to challenge the rest of the world, and he gets power-drunk, and he figures he can lick the world with one hand tied behind his back! They always get that feeling!

'THE RISE AND FALL OF THE FOURTH REICH'

Excerpts from an article by William L. Shirer,
author of 'The Rise and Fall of the Third Reich.'
From 'The Nation' magazine -- U.S.A.

Though Richard Nixon does not have the dictatorial power of Adolf Hitler -- at least, not yet -- he showed in Vietnam that he has the awesome means, unrestrained by any hand, and the disposition to be just as savage in his determination to massacre and destroy the innocent people of any small nation which refuses to bow to his dictates and which is powerless to retaliate.

While Nixon was celebrating the festalities of the bombing of Hanoi, our God-fearing citizens were preoccupied with the Washington Redskins and the Miami Dolphins fighting their way to the Super Bowl, and seemed unmoved by the barbarism of their president and its horrible consequences for his victims.

I lived through a similar barbarism in Germany, when Hitler unleashed his terrorizing force against the foreign population of his bid to conquer. I never thought it could happen here at home -- even under a Nixon.

No one of any consequence in Nazi Germany publicly protested, but at least the Germans had some excuse. To have spoken out might have cost a man his head -- or at the very least the

horrors of a concentration camp. I don't talk as far as Nazi Germany, but are we not on our way? Have not Nixon and his minions carried on for four years an assault on our press freedoms and on the right to dissent -- and not without success?

They have intimidated the networks, threatened TV station owners with loss of their licenses if they do not, in effect, censor network news critical of the administration, and successfully gone to court to induce the Supreme Court to give its right to protect their confidential sources -- a telling blow to our press freedoms.

On the other hand, the administration by propaganda, deceit, evasion, playing favorites, and by expert use of the power of the White House to make news and control it, has done very well in putting its own story over in the press.

Perhaps we are experiencing here what the Greeks called hubris, the fall of overweening pride. And the Greeks themselves, the Romans, the French under Napoleon, the Germans under Wilhelm II and then Hitler.

And we are seeing in Washington what I saw in Berlin in the Nazi time -- how power tends to corrupt and absolute power corrupts absolutely.



THE CHILDREN OF 660
Box 11521
CHICAGO, Ill. 60611
Phone: (312) 929-8270

San Diego: P.O. Box 19201, San Diego, Calif. (583-1785). Associate L.A. (South Gate): P.O. Box 704, Lynwood, Calif. (213-564-6586). San Bernardino: Box 3727, San Bernardino, Calif. (882-5800). Associate Pismo Beach: P.O. Box 3400, Pismo Beach, Calif. (773-1117). Associate King City: P.O. Box 713, King City, Calif. 93930 (408-385-4428). San Jose: P.O. Box 21253, San Jose, Calif. 95151 (408-926-3549).

Portland: P.O. Box 3052, Portland, Oregon. 97227 (503-284-7802).

Tillamook: P.O. Box 146, Tillamook, Wash. 98492 (206-584-8249). Seattle: P.O. Box 12, Seattle, Wash. 98105 (206-524-9454). Burlington: P.O. Box 472, Burlington, Wash. 98233 (757-3562).

Vancouver: P.O. Box 46229, Vancouver B, C. Canada (324-3459). Kamloops: 454 Columbia St., Kamloops, B.C. Canada (372-3283). Associate Red Deer: P.O. Box 271, Red Deer, Alberta Canada (403-347-1047).

Islands of Hawaii

Oahu: P.O. Box 3890, Honolulu, Oahu. 96812 ph. (808-496-4886).

Hawaii: P.O. Box 1032, Hilo, Hawaii 96720 ph. (935-4666).

Mau: 46A Alahi, Pukalani, Maui. 96788 ph. (572-9594). Associate

Tokyo: P.O. Box 6, Musashi-Mizusho, Tokyo 190-12, Japan. ph. (0425-522076).

Bangkok: c/o Steven Weaver, P.O. Box 19 GPO Bangkok, Thailand. ph. (510090).

For the address of the colony nearest you write: Box 119, Dallas, Texas. 75221

(Excerpted for the general public, first time - 8/73)

#108

"NITLER"

8/71

Nitler's whole administration has all the earmarks of a well-prepared Nazi-type Regime! --

They're working on it tooth and claw! The only thing they'd need is the violence or a good excuse for the people to get all uptight, and get excited, scared to death, so that they could be voted in again for more powers next year!

American fathers and mothers are more afraid of the hippies in this country than they are of the Chinese! "Now the Hippies are our main concern, that's first! We'll take care of the Chinese later, we don't want to worry about that. We've got the guns, and we've got the atom bombs, but the first thing is (like Stalin said), make your own country strong! We've got to make America strong before we can start fighting these other countries!" This is what Hitler said, this what Stalin said, this is what EVERY dictator has said! "First make your own country strong! Get rid of these enemies within!"

I thank God that I read that book, "The War Goes On!" by Sholem Asch. He wrote on the conditions in post-WWI Germany which brought Hitler to power. He showed the picture of Germany-- what was wrong with Germany--what happened to Germany and why Hitler was created--the Monster was created to devour the lesser monster--so they created a bigger Monster!

In his book he describes the conditions there, and I'll tell you, the conditions in Germany at that time were so similar to the conditions of the United States today!--If you ever have a chance to read it, you'll get a picture of what America is like today!--Same thing! I have never seen so many swastikas flying--Everywhere the swastikas are flying to show that they're a red-blooded, red-white-and-blue American! On the cars--American flag stickers flying, homes flying the flag, and all the hardhats showing how patriotic they are!

Why all this sudden desperate show of Americanism? "We are AMERICANS, THIS is our swastika!" It's already being used just like the swastika was being used in Germany--to show patriotism, loyalty, love for Fatherland: "We are the true Germans! We're the ones who really want peace! We're the ones who really want to save the Fatherland! The rest of you guys are a bunch of radicals, and disloyal traitors and Commies and whatnot, Jews! We're gonna wipe you out!"

The hardhats, suffering economically are gonna blame it on the radicals, and so on, and say the government ought to take a strong hand--this is what Hitler did--he blamed all the problems of the country on the radicals and Communists and Jews! Everything was their fault, so, "We must exterminate the Communists! --Exterminate the Jews!--and all Germany's problems will be solved!" And they did!--And, believe it or not, it looked like he was right, because he took over, a hard, tough, dictatorial government, and Germany in some ways actually began to prosper because of the tremendous amount of money being spent on war materials.

So this little guy Nitler, is running it just the way Hitler did, to get in power, and to get his followers accumulated. The attitude of the average American today would be entirely sympathetic, and you know that! The majority of Americans are going to be on his side. The liberals will not be able to swing the balance, I do not believe.

We are going to absolutely go Nazi under this little Nitler! If it doesn't happen, I'll be surprised! For all I know it is already happening and it is going that way more and more. We are much more that way now than we were at this time last year when I told you the same thing--much worse off, much more in that direction. He is more Hitlerian than ever! There are more hardhat agitators than ever, they are more against the kids than ever! They allowed Woodstock, now they are killing the rock festivals, they are getting tougher on the radical court cases--the Chicago case proved it! They are getting tougher on the hippies, they are getting tougher on drugs, they are getting tougher all the way around; this administration is getting tougher on the draft! The strong-arm Gestapo, storm trooper tactics, which are used, for example, to cause one rock festival to have to move five times and then they closed it down!--The government moving in and taking all money coming in at the gate--the IRS--then they slapped a lien on everything that was left behind, all the equipment, everything, because they said they wanted to make sure the Federal Gov't. got its share of the income! It's all a part of the repression, the oppression of the hippie, the repression of the youth.

AMERICAN MANAGEMENT ASSOCIATION

The American Management Association Building
135 WEST 50TH STREET • NEW YORK, N. Y. 10020



Non-Profit Org.
U.S. Postage
PAID
American Management
Association, Inc.

10710E
MR. T. NELSON
NELSON ORGANIZATION
458 W. 20TH ST.
NEW YORK

NY 10011

THE BOARD OF DIRECTORS
OF THE
AMERICAN MANAGEMENT ASSOCIATION

*cordially invites you
to join the Association's
continuing program of education
of, by and for management*



AMERICAN MANAGEMENT ASSOCIATION

THE AMERICAN MANAGEMENT ASSOCIATION BUILDING
135 WEST 50TH STREET, NEW YORK, N. Y. 10020



Sometime during the 1970's — maybe tomorrow — you're going to discover how up to date you are in your field today. The future will tell how well you are equipping yourself to cope with the technological advances that are rapidly changing the face of American business.

But, obviously, you can not afford to wait until the results are in. Not when the success of your career depends on your ability to keep pace with new developments now — as they break.

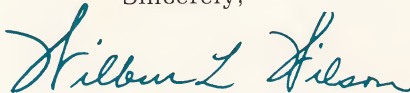
For 47 years, the American Management Association has been dedicated to promoting this kind of preparedness through its extensive, exciting program of management education.

Last year more than 100,000 of your professional colleagues participated in this program. They learned how to be better managers from the tested experience of those who have done the job successfully and can show others how — the practical experience of solving the problems you face today and will face tomorrow.

You are invited to join these executives and share in the many benefits of membership in AMA.

To learn more about what AMA can do for you, simply return the enclosed card. Of course, there is no obligation. I'll send you the factual information you'll need to judge our program on its proven record.

Sincerely,



Wilbur L. Wilson
Membership Manager

WLW:ffs

MANAGEMENT CENTERS / ATLANTA • CHICAGO • DALLAS • LOS ANGELES • MONTREAL • NEW YORK • SAN FRANCISCO

IF YOU ARE
ALREADY A
MEMBER OF AMA

In the effort to expand participation in AMA we are extending our invitations throughout the management community. Please feel free to pass this invitation on to a qualified colleague.

(please detach before mailing)

**BOARD OF DIRECTORS
AMERICAN MANAGEMENT ASSOCIATION, INC.**

THE AMERICAN MANAGEMENT ASSOCIATION BUILDING

135 WEST 50TH STREET, NEW YORK N. Y. 10020

Please send me, without obligation on my part,
information about membership in the Association.

The number of employees in our company is:

(check one please)

☐ Less than 50 ☐ 501-1000

☐ 51-500 ☐ Over 1000

10716E

MR. T. NELSON
NELSON ORGANIZATION
458 W. 20TH ST.
NEW YORK

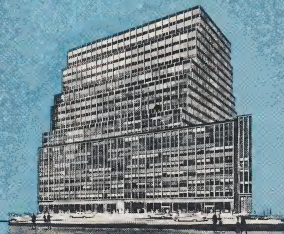
NY 10011

Signature

Company

(please print if not shown above)

ZIP CODE



THE AMERICAN MANAGEMENT ASSOCIATION BUILDING

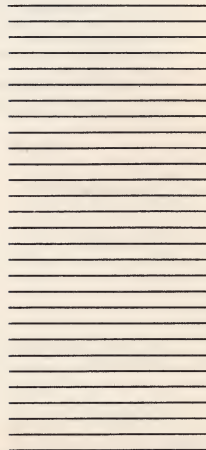
First Class
Permit No. 7172
New York, N. Y.

BUSINESS REPLY MAIL

no postage stamp necessary if mailed in the united states

postage will be paid by

**BOARD OF DIRECTORS
AMERICAN MANAGEMENT ASSOCIATION, INC.
THE AMERICAN MANAGEMENT ASSOCIATION BUILDING
135 WEST 50TH STREET, NEW YORK, N. Y. 10020**



cfc the christian CENTURY foundation

407 south dearborn street, chicago, illinois 60605

ADDRESS CORRECTION REQUESTED

004894
THEODOR H NELSON
458 W 20TH ST
NEW YORK NY 10011

NONPROFIT ORG.
AD'L 0.6¢ PD.





**IF YOU ARE
ALREADY A
SUBSCRIBER**

you probably are wondering why you received this letter. It is because, for mailings of this type, we use lists which cannot be checked against our own subscribers. Therefore, won't you please excuse this notice . . . or better yet, pass it on to one of your friends who might use it.

To Fellows and Members of the
American Sociological Association,

As a teaching social scientist and ASA fellow, I long had very great respect for THE CHRISTIAN CENTURY as a kind of American cultural phenomenon. Through significant social commentary and impact, the CENTURY came to be known over the decades as "the world's most influential religious journal of opinion and news." I had no idea that I would one day leave the groves of academe to become the CENTURY'S editor, not least because I often found myself at odds with the journal's vigorously voiced opinions!

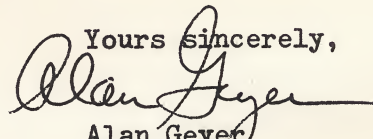
THE CHRISTIAN CENTURY serves as a halfway house between the academic world and society at large, offering a mix of religious, social, political, and artistic concerns. Social scientists increasingly contribute to its pages. A more empirical approach to both religious life and secular affairs has helped the CENTURY gain a new credibility.

Always known for its advanced views, the CENTURY has been moving out in other new directions recently. We've gotten away from the old English Gothic which some of you may remember and have opened up to art, cartoonery, photography, and even an occasional dash of color. Nothing spectacular, but it all adds up to a new feel — a new openness without any sacrifice of substance.

More important, THE CHRISTIAN CENTURY has been moving in new ways across cultural and social boundaries. The British fortnightly New Christian, outstanding for its own religious and social commentary, joined us this summer, giving us a more international constituency. And we continue to add news writers and editors at large from the Third World. Our first fulltime news editor, Cornish Rogers, is enlarging and enriching our coverage of happenings in the religious world — and is providing an articulate new voice on black and urban affairs.

I want to invite you to join us this year. Send your manuscripts and comments. And use this opportunity to become a subscriber. Return the enclosed coupon to take advantage of a special introductory offer, 52 weeks of THE CHRISTIAN CENTURY for just \$6.00 (that's less than 12¢ a week). I look forward to having you with us.

Yours sincerely,


Alan Geyer
Editor

*"It should not only be on
the desk of every pastor, but
should be in the hands of every
intelligent, dedicated layman."*

— Ralph David Abernathy

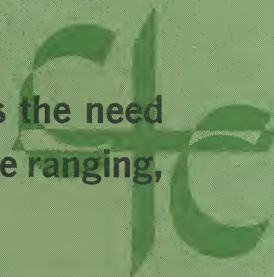
the christian CENTURY



THE WORLD'S MOST INFLUENTIAL
RELIGIOUS JOURNAL
OF OPINION AND NEWS

Published by
THE CHRISTIAN CENTURY FOUNDATION
407 South Dearborn Street
Chicago, Illinois U.S.A. 60605

Today more than ever, **THE CHRISTIAN CENTURY** meets the need for a single source of religious commentary and news, wide ranging, up-to-date, comprehensive.



TODAY'S CHRISTIAN CENTURY:

INTERNATIONAL

The Christian Century, whose concerns have long crossed the boundaries of nation and faith, unites with *New Christian*, Britain's only forum for regular Christian commentary on social and political affairs, to forge a new international, ecumenical partnership. Trevor Beeson, *New Christian's* distinguished editor, now full time Century European editor, offers regular pointed commentary from Europe's political and cultural capitals and from the ecumenical centers of Rome and Geneva.

ECUMENICAL

The union of *New Christian*, itself a merger of Catholic and Anglican journals, with The Christian Century, which has featured increasingly the work of Catholic, Jewish, and Orthodox writers, editors, and artists, represents an important venture into "journalism for *oikoumene*."

THE BEST OF CONTEMPORARY THEOLOGY

The Christian Century consistently presents the most significant and perceptive commentators on theology and the church. That tradition continues this year with Reinhold Niebuhr, Robert McAfee Brown, Vincent Harding, Jurgen Moltmann, Cynthia Wedel, John McKenzie, Harvey Cox, Paul Verghese, Helder Camara, Sidney Mead, John O'Brien, Jeanne Richie, Jacques Ellul, Sam Keen, Preston Williams, and many more.

MEETS THE WIDEST SPECTRUM OF NEEDS

Nearly 10,000 school, university and municipal libraries subscribe to The Christian Century. • Among seminarians, it is the most widely read religious publication and the third most used of all publications. • "As a pastor's wife in a rural community," Mrs. David J. Anderson writes us, "I find it a valuable source of intellectual stimulation and knowledge of what is going on in the church." • Says the leader of an Illinois lay study group which frequently draws on the Century as a resource: "We may not always agree with the points of view expressed, but the articles and editorials never fail to provoke intense discussion."

1970 IS THE YEAR FOR SPECIAL ISSUES ON:

Africa
Best Books
Abortion and Pastoral Counseling
COCU
Continuing Education
Population, Ecology, and the Dignity of Man

A SAMPLING OF TITLES FROM RECENT ISSUES

"Black Worship and Hermeneutic"
"Marcuse's Eroticized Man"
"Kicking the Weapons Habit"
"Church, Caste, and Women"
"Will Judaism Survive the Seventies?"
"Power, Participation, and the Politics
of Disruption"
"Why Priests Marry"
"Middle America: Theologically Formed"
"Viva La Causa"
"Sex Power and the Revolution"
"What Price Vietnam Glory?"
"The Incarnation—Unveiled"
"Revolution Within an Evolution"
"The Case for Christian Biopolitics"
"Madness, Comfort, and Love"
"Laos and the Burden of History"
"The Unresponsive Pew"
"Gandhi and the Black Revolution"

Plus, every week: humor, reviews of books and
the arts, poetry, artwork, international reports,
reader responses.

Subscribe—Send a Friend a Subscription

KEEP THIS STUB FOR YOUR RECORDS

Sent for new
CHRISTIAN CENTURY subscription

Check No. _____ Dated _____

\$ _____

SPECIAL INTRODUCTORY OFFER

Mail to ... THE CHRISTIAN CENTURY, 407 SOUTH DEARBORN STREET, CHICAGO, ILLINOIS U.S.A. 60605

☐ I accept your get-acquainted offer, one year (52 issues) of
THE CHRISTIAN CENTURY for only \$6.00.*

☐ I prefer the special combined rate, one year of THE CHRISTIAN CENTURY
and THE CHRISTIAN MINISTRY (6 issues) for only \$8.00.

Please enter the following NEW SUBSCRIBER order:

NAME

STREET

CITY, STATE, OR
PROVINCE, ZONE
OR ZIP CODE

☐ My check is enclosed ☐ I prefer to be billed

*Outside U.S.A., Canada and Pan American countries add \$2.00 per year postage.

the christian CENTURY

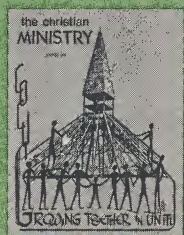
WINNER of the Associated Church Press's AWARD OF MERIT, "in recognition of its superior blending of meaningful content, visual appeal and editorial imagination in the fulfillment of its stated purpose."

2 SPECIAL OFFERS FOR NEW SUBSCRIBERS

THE CHRISTIAN CENTURY can be yours at the special introductory rate of ONE FULL YEAR FOR ONLY \$6.00 (save nearly 30% over the regular rate).

or

Try a combination subscription: THE CHRISTIAN CENTURY plus THE CHRISTIAN MINISTRY, the professional journal for ministers, at a special rate, both journals for just \$8.00.



Sorry—These offers are intended only as an introduction to new subscribers. If you already subscribe, won't you pass this offer on to a friend who can make use of it?

Mail The Order FORM On The Reverse Side Today

WHAT OTHERS SAY ABOUT THE CHRISTIAN CENTURY

"I consider The Christian Century indispensable reading for anyone attempting to keep abreast of the contemporary religious scene and seeking to view that scene with fresh insight and vital interpretation."

—BISHOP JAMES ARMSTRONG
United Methodist Church

"In a world of increasing complexity, it is important that there be resources available to afford our people a sense of spiritual unity and inner peace. The Christian Century has through the years helped fill this need by bringing to its readers a variety of articles and information prepared by thoughtful, dedicated writers, artists, and editors. The Christian Century is to be commended for its continuing emphasis on the enduring values of human life which encourage hope, harmony, and peace among men."

—SENATOR CHARLES PERCY, ILLINOIS

"If ecumenism in the twentieth century means not so much the development of organizational unification as the development of a common consciousness among Christians of many traditions, The Christian Century should be ranked among the publications in America which have been in the forefront of creating that common consciousness."

—PROFESSOR ROSEMARY RUETHER
Howard University

"The Christian Century deals with the real problems and crucial issues of the day from an ecumenical perspective and in the orientation of the historic faith. It continuously challenges us with the profound implications of the Judeo-Christian teachings and keeps before us all our commitments to the Master. It should not only be on the desk of every pastor, but should be in the hands of every dedicated layman."

—RALPH DAVID ABERNATHY
President, Southern Christian
Leadership Conference

"Not many magazines manage to speak meaningfully about both church and world, and to readers of many persuasions at that, but The Christian Century does, week in and week out, and that is why it is invaluable."

— JAMES O'GARA

Editor, *Commonweal*

"The Christian Century deals openly and creatively with the important issues confronting the church. It is tolerant of differences. It offers a variety of interests, sharply presented. It is highly readable, marked by consistently good editing. I recommend it highly to anyone wanting to understand the ferment challenging the churches today."

— JOHN COVENTRY SMITH

President, World Council of Churches

"The Century is one of the most sprightly, stimulating, and constructive publications coming down the religious pike in America. One will not agree with every article or editorial, but here is one religious publication which does not induce that pious, catatonic state of somnolence."

— ALBERT VORSPAN

Chairman, Commission on Social
Action of Reform Judaism

"I read The Christian Century to keep in touch with today's religious scene—especially for depth treatment of news items which don't appear elsewhere."

— EDWARD FISKE

Religion Editor, *New York Times*

"In a world of revolution, when man is becoming increasingly aware that the Christian faith can never be separated away from the social and political realities of life, The Christian Century has made a valuable contribution in demonstrating this inter-relatedness, and in exploring how God's work is to be done in the world and how His Word is to be heard by modern man."

— SENATOR MARK HATFIELD, OREGON

FIRST CLASS
PERMIT NO. 738
CHICAGO, ILL.

BUSINESS REPLY MAIL
NO POSTAGE STAMP NECESSARY IF MAILED IN THE UNITED STATES

Postage Will Be Paid By-

 the christian CENTURY foundation

407 SOUTH DEARBORN STREET

CHICAGO, ILLINOIS 60605

ASA

